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**CANADA**

**DOMINION BUREAU OF STATISTICS**

**CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS**

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**RETAIL MERCHANDISE TRADE**

**IN THE**

**PRAIRIE PROVINCES**

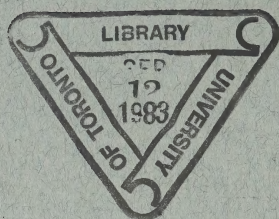
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CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS.

Retail Merchandise Trade in the Prairie Provinces, 1930 - 1933

This report on Retail Merchandise Trade in the Prairie Provinces is one of a series presenting the results of the Census of Merchandising and Service Establishments, 1933. The first part of the report deals with the trade of the three Prairie Provinces as a whole, and tables are given presenting the principal retail trade statistics for this economic division. Provincial tables follow which analyze more fully the retail merchandise trade in Manitoba, Saskatchewan and Alberta.

The total retail merchandise trade in the Prairie Provinces during 1933 amounted to \$332,722,000 as compared with \$554,962,100 in 1930. Sales for the two intervening years 1931 and 1932 amounted to \$428,987,000 and \$359,922,000 respectively. Or, representing the total retail merchandise trade in 1930 by 100, indexes of the dollar volume of business for the following three years are 77.3 for 1931, 64.9 for 1932 and 60.0 for 1933.

The data for the basic year 1930 were secured in connection with the Census of Merchandising and Service Establishments, 1931. The figures for the following years have been derived from indexes of retail sales based upon reports secured in 1934 from all chain stores and the larger independent stores and covering the period from 1931 to 1933. Since all stores were not covered in the current Census, it is not possible to give the number of trading establishments in 1933. An explanation of the methods followed in preparing the tables presented in this bulletin will be found in the last section of this introduction.

The decline in retail merchandise trade from 1930 to 1933 varied considerably for the three provinces. The least decline is shown for Manitoba, where the index for 1933 was 63.6 compared with 100 for 1930. Saskatchewan showed the greatest decline with an index for 1933 of 55.0, while the decline in Alberta was intermediate between those of the other two provinces. The index in Alberta was 61.3 for 1933 as compared with 100 in 1930.

Upon comparing the business in each year with that of the year immediately preceding, it is found that for the Prairie Provinces as a whole the year-to-year decreases in retail merchandise trade were as follows: 1931, -22.7 per cent; 1932, -16.1 per cent; and 1933 compared with 1932 showed a decrease of 7.6 per cent. The year-to-year changes for the group and for each of the three provinces are as follows:



	<u>1931/1930</u>	<u>1932/1931</u>	<u>1933/1932</u>
Prairie Provinces .....	-22.7	-16.1	-7.6
Manitoba .....	-18.3	-15.1	-8.4
Saskatchewan .....	-27.2	-18.0	-7.9
Alberta .....	-22.7	-15.3	-6.4

It is thus seen that for the group as a whole and for each of the three provinces the greatest percentage decrease below the preceding year occurred in 1931 and the smallest in 1933. This is in contrast to all other provinces in the Dominion, where the greatest percentage decreases were found to occur in 1932 with smaller declines shown in 1931 and 1933.

When all stores are classified into the nine broad kind-of-business groups used in the Census of Merchandising, it is found that the decline in trade was least for the general merchandise group of stores and greatest for the automotive group. Indexes of retail sales for 1933 (1930 = 100) for several of the more important kind-of-business classifications are as follows: Department stores, 70.4; grocery and combination stores, 70.3; coal and wood yards, 68.3; drug stores, 65.2; women's apparel and accessories, 63.3; country general stores, 63.2; men's and boys' clothing and furnishings, 61.9; hardware stores, 57.7; filling stations, 55.8; meat markets, 49.5; lumber and building material dealers, 46.3; and motor vehicle dealers, 43.6.

Chain Stores and Sales.—In 1930, there were 2,350 chain units (exclusive of department store chains) in the Prairie Provinces with sales of \$81,080,600 or 14.6 per cent of the total retail trade in the same year. In 1933 the number of chain units had declined to 2,057 and chain sales amounted to \$51,644,400 or 15.5 per cent of the total retail business for that year. Chain ratios for the two intervening years were 14.8 per cent in 1931 and 15.1 per cent in 1932.

The chain figures given above include only data for groups of four or more stores owned or operated by one firm. Figures for voluntary chains are not included and, as already indicated, department store chains are also omitted from these computations.

Some of the more important kind-of-business classifications in which there were increases in chain ratios, together with the percentages for 1933 with 1930 figures in brackets, are as follows: Grocery and combination stores, 34.9 (32.2); variety, 5-and-10 and to-a-dollar stores, 93.2 (92.2); filling stations, 15.2 (8.0); shoe stores, 9.0 (3.0); household appliance stores, 53.8 (50.9); and lumber and building material dealers, 64.2 (61.8). The chain ratio for women's apparel and accessories stores decreased from 22.8 per cent in 1930 to 15.8 per cent in 1933. No change or slight variations in chain ratios took place in the following: Men's and boys' clothing and furnishings, 7.7 (7.7); restaurants, cafeterias, etc., 7.0 (6.6); and drug stores, 12.5 (12.2).

In Manitoba there was a slight decrease in the ratio of chain sales to total sales from 1930 to 1933, while increases were registered for each of the other two provinces. The ratios of chain sales to total sales in 1933, with the 1930 figures in brackets, are as follows: Manitoba, 11.3 (11.7); Saskatchewan, 19.9 (18.0); and Alberta, 15.9 (14.1).



Chain Stores and Sales Classified According to Type of Chain.---Chains have been classified as local, provincial, sectional, or national, depending upon the extent of territory covered by their branches. Local chains are confined to one town or city, while provincial chains may have branches located throughout one province. Sectional chains are defined as those having stores in two or three provinces, while national chains are taken to include those having stores in four provinces or more. Of the 2,057 chain units operating in the Prairie Provinces in 1933, 120 belonged to local chains and 886 to provincial chains. There were 587 units of sectional and 484 stores belonging to national organizations. Of the total chain sales, local chains accounted for 4.63 per cent; provincial chains, 38.38 per cent; sectional, 25.15 per cent; and national chains, 31.84 per cent.

Comparison of Indexes of Retail Sales and Cost of Living Indexes.---The total sales of all retail establishments in the Prairie Provinces from 1930 to 1933 and indexes of sales (1930 = 100) are as follows:

<u>Year</u>	<u>Total Sales</u> \$	<u>Index of Sales</u> (1930 = 100)
1930 .....	554,962,100	100.0
1931 .....	428,987,000	77.3
1932 .....	359,922,000	64.9
1933 .....	332,722,000	60.0

How much of the decrease in dollar volume of sales is due to the decline in price levels and how much to a decrease in the quantity of goods consumed cannot be definitely stated due to the absence of price indexes so constructed as to be strictly comparable. Nevertheless, it is well established that a considerable portion of the drop in dollar volume is due to price declines. While cost of living index numbers are not constructed in such a way as to warrant their use as a correction for price changes in these index numbers of retail sales, they do give some indication of the order of magnitude of the price trends. The Bureau's Cost of Living Indexes for the period under review are given below and, for comparison purposes, have been adjusted to make the 1930 figure equal 100.

Index Numbers of Retail Prices, Rents and Costs of Services, Canada

(1930 = 100)

<u>Year</u>	<u>Total Index</u>	<u>Food Index</u>	<u>Fuel Index</u>	<u>Rent Index</u>	<u>Clothing Index</u>	<u>Sundries Index</u>	<u>Retail Price Index</u> (Foods, fuel, clothing, household requirements)
1930 ..	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1931 ..	90.3	78.4	98.4	97.3	87.5	98.0	85.3
1932 ..	82.1	65.2	95.5	89.4	77.5	95.2	75.2
1933 ..	78.3	64.6	91.6	80.4	72.3	93.3	72.8

Separate price indexes are shown for food, fuel, rent and clothing. The sundries index indicates the price changes in a miscellaneous group of commodities, together with the variations in costs of certain services, such as theatre costs, insurance, doctors' and dentists' fees, hospital charges and laundry. The total index given in the second column of the table is an average of the figures in the following five columns, each weighted in proportion to the consumption of the items

involved. The last column, "Retail Price Index", is also a weighted average but omits the rental figures and includes only the merchandising items in the sundries index. From this column, it is seen that the retail price level for the Dominion as a whole in 1933 was 72.8 per cent of that in 1930 or that there was a decrease during the period of 27.2 per cent. The indexes of retail sales already given show that the decrease in dollar volume of sales in the Prairie Provinces over the same period was 40 per cent or almost 13 per cent greater than the Dominion drop in price levels.

Description of Methods Used in Constructing Indexes of Retail Sales.—As already mentioned in this report, the figures for the basic year 1930 were secured for the Census of Merchandising and Service Establishments, 1931. The data for the following years were secured for an annual Census of Merchandising, arising out of the Decennial Census and in which sales figures were obtained for each of the years 1931, 1932 and 1933. While the Decennial Census included in its scope every retail establishment, the annual census includes all chain stores and those independent stores which reported sales for 1930 over a specified amount. The independent stores from which reports were secured were those with an annual turnover of \$30,000 or more in 1930 (\$20,000 or more in the case of food stores and country general stores) and which continued in business throughout the period. This means that over two-thirds of the retail business of the Dominion is covered in the annual census. From the reports thus received, and using the year 1930 as the base period, indexes of retail sales for each of the years 1931 to 1933 have been computed. These indexes have then been applied to the total sales of all stores in 1930 in order to arrive at estimates of the total annual business of all retail establishments in each of the following years.

While a large portion of retail trade has been covered in the current census, it is clear that the figures presented in this report for the years 1931, 1932 and 1933 are estimates based on indexes computed from the returns of the establishments reporting. The chief factor which may not be reflected in the sales indexes is a decline in the number of stores in certain kinds of business. No information is available to show the extent to which firms going out of business have not been replaced by new stores of a similar character. The possibility, therefore, of the sales of the surviving stores covered by this Census not reflecting completely the trend in retail trade during the period from 1930 to 1933 must be noted. However, it is believed that for the retail trade as a whole the figures may be taken as approximately correct and for certain kind-of-business groups as being more accurate than for others. Among the kind-of-business classifications which are believed to be most accurate are included: Grocery and combination stores, meat markets, department stores, variety stores, automobile dealers, coal and wood yards, drug stores, and restaurants and other eating places.

PRAIRIE PROVINCES - RETAIL MERCHANDISE TRADE, 1930 - 1933

Table 1.—Total Net Sales and Sales Indexes, by Kinds of Business

Kind of Business	Total Net Sales				Index of Retail Sales			
	(Estimated)				(1930 = 100)			
	1930	1931	1932	1933	1930	1931	1932	1933
All Stores, Total .....	554,962,100	428,987,000	359,922,000	332,722,000	100.0	77.3	64.9	60.0
Food group .....	82,426,200	67,888,000	58,470,000	54,007,000	100.0	82.4	70.9	65.5
Country general stores .....	82,009,600	62,345,000	54,608,000	51,824,000	100.0	76.0	66.6	63.2
General merchandise group .....	107,644,900	90,977,000	79,036,000	76,268,000	100.0	84.5	73.4	70.9
Automotive group .....	78,774,300	51,959,000	39,679,000	37,139,000	100.0	66.0	50.4	47.1
Apparel group .....	30,916,800	25,493,000	21,706,000	19,853,000	100.0	82.5	70.2	64.2
Building materials group .....	50,359,600	35,240,000	28,951,000	25,342,000	100.0	70.0	57.5	50.3
Furniture and household group .....	13,181,700	10,624,000	8,120,000	7,005,000	100.0	80.6	61.6	53.1
Restaurants, cafeterias and eating places ..	17,101,600	13,135,000	10,126,000	8,697,000	100.0	76.8	59.2	50.9
Other retail stores .....	92,547,400	71,326,000	59,227,000	52,597,000	100.0	77.1	64.0	56.8
Grocery and combination stores .....	52,803,600	45,364,000	40,362,000	37,133,000	100.0	85.9	76.4	70.3
Meat markets (including sea foods) .....	14,581,500	10,548,000	7,857,000	7,223,000	100.0	72.3	53.9	49.5
Department stores .....	96,588,600	81,369,000	70,522,000	67,962,000	100.0	84.2	73.0	70.4
Motor vehicle dealers .....	54,632,900	33,598,000	24,689,000	23,830,000	100.0	61.5	45.2	43.6
Filling stations .....	12,371,200	9,693,000	7,843,000	6,899,000	100.0	78.4	63.4	55.8
Men's and boys' clothing and furnishings (including custom tailors) .....	9,902,600	7,632,000	6,515,000	6,134,000	100.0	77.1	65.8	61.9
Women's apparel and accessories stores ..	9,937,500	8,592,000	6,894,000	6,286,000	100.0	86.5	69.4	63.3
Hardware stores .....	20,401,400	14,960,000	12,957,000	11,772,000	100.0	73.3	63.5	57.7
Lumber and building material dealers ....	27,241,000	18,143,000	14,740,000	12,623,000	100.0	66.6	54.1	46.3
Coal and wood yards .....	11,749,200	9,880,000	9,098,000	8,027,000	100.0	84.1	77.4	68.3
Drug stores .....	14,525,600	12,189,000	10,652,000	9,470,000	100.0	83.9	73.3	65.2



PRAIRIE PROVINCES - RETAIL MERCHANDISE TRADE, 1930 - 1933

Table 2.--Comparison of Chain Sales and Total Sales, All Stores, and Selected Kinds of Business

	1930 <sup>(1)</sup>	1931	1932	1933
	\$	\$	\$	\$
All Stores, Total Sales .....	554,962,100	428,988,000	359,923,000	332,722,000
Chain sales .....	81,080,600	63,550,500	54,484,000	51,644,400
Percentage, chains to total .	14.6	14.8	15.1	15.5
Grocery and Combination Stores, Total .	52,803,600	45,364,000	40,362,000	37,133,000
Chain sales .....	17,015,000	16,207,800	14,630,800	12,973,900
Percentage, chains to total .	32.2	35.7	36.2	34.9
Variety, 5-and-10, and to-a-dollar				
Stores, Total .....	5,270,900	5,054,000	4,543,000	4,430,000
Chain sales .....	4,857,500	4,694,200	4,227,400	4,128,500
Percentage, chains to total .	92.2	92.9	93.1	93.2
Filling Stations, Total .....	12,371,200	9,693,000	7,843,000	6,899,000
Chain sales .....	984,100	964,100	952,600	1,046,500
Percentage, chains to total .	8.0	9.9	12.1	15.2
Men's and Boys' Clothing and Furnish- ings (including custom tailors), Total .....	9,902,600	7,632,000	6,515,000	6,134,000
Chain sales .....	765,000	554,200	430,800	475,000
Percentage, chains to total .	7.7	7.3	6.6	7.7
Women's Apparel and Accessories Stores,				
Total .....	9,937,500	8,592,000	6,894,000	6,286,000
Chain sales .....	2,262,400	1,845,600	1,156,200	993,400
Percentage, chains to total .	22.8	21.5	16.8	15.8
Shoe Stores, Total .....	3,626,500	3,258,000	2,811,000	2,487,000
Chain sales .....	107,900	243,100	236,700	223,700
Percentage, chains to total .	3.0	7.5	8.4	9.0
Household Appliance Stores, Total .....	2,967,400	2,050,000	1,774,000	1,542,000
Chain sales .....	1,511,800	871,600	926,100	829,400
Percentage, chains to total .	50.9	42.5	52.2	53.8
Restaurants, Cafeterias and Eating				
Places, Total .....	17,101,600	13,135,000	10,126,000	8,697,000
Chain sales .....	1,127,800	911,800	708,300	605,200
Percentage, chains to total .	6.6	6.9	7.0	7.0
Drug Stores, Total .....	14,525,600	12,189,000	10,652,000	9,470,000
Chain sales .....	1,778,600	1,360,400	1,242,900	1,183,800
Percentage, chains to total .	12.2	11.2	11.7	12.5
Lumber and Building Material Dealers,				
Total .....	27,241,000	18,143,000	14,740,000	12,623,000
Chain sales .....	16,829,300	10,640,200	9,151,700	8,101,200
Percentage, chains to total .	61.8	58.6	62.1	64.2

(1) Figures for 1930 have been revised to provide for the reclassification of some stores by type of operation and the use of sales figures by firms instead of individual units.

Table 3.—Comparison of Chain Sales and Total Sales, by Provinces

	1930(1)	1931	1932	1933
	\$	\$	\$	\$
Prairie Provinces, All Stores, Total	554,962,100	428,988,000	359,923,000	332,722,000
Chain sales	81,080,600	63,450,500	54,434,000	51,644,400
Percentage, chains to total	14.6	14.8	15.1	15.5
Manitoba, All Stores, Total	189,243,900	154,690,000	131,415,000	120,322,000
Chain sales	22,105,800	18,853,100	16,155,400	13,619,700
Percentage, chains to total	11.7	12.2	12.3	11.3
Saskatchewan, All Stores, Total	189,181,100	137,793,000	112,929,000	104,123,000
Chain sales	34,056,300	24,409,300	20,750,700	20,755,200
Percentage, chains to total	18.0	17.7	18.4	19.9
Alberta, All Stores, Total	176,537,100	136,505,000	115,579,000	108,277,000
Chain sales	24,918,500	20,288,100	17,577,900	17,269,500
Percentage, chains to total	14.1	14.9	15.2	15.9

Table 4.—Chain Stores and Sales Classified by Types of Operation

	1930(1)			1933		
	Stores		Sales	Stores		Sales
	Number	%	Amount	Number	%	Amount
All Chains, Total	2,350	100.00	81,080,600	2,057	100.00	51,644,400
Local chains	109	4.64	3,768,700	120	5.83	2,390,500
Provincial chains	1,065	45.32	35,338,100	886	43.07	19,819,400
Sectional chains	652	27.74	15,604,100	567	27.57	12,389,100
National chains	524	22.30	26,319,700	484	23.53	16,445,600

(1) Figures for 1930 have been revised to provide for the reclassification of some stores by type of operation and the use of sales figures by firms instead of individual units.

### Retail Merchandise Trade in Manitoba, 1930 - 1933

The total retail merchandise trade in Manitoba during 1933 is estimated at \$120,322,000 as compared with \$189,243,900 in 1930. Sales for the two intervening years are estimated at \$154,690,000 for 1931 and \$131,415,000 for 1932. Or, representing the total retail trade in 1930 by 100, indexes of sales for the three following years are 81.7 for 1931, 69.4 for 1932 and 63.6 for 1933.

When a comparison is made according to the nine broad kind-of-business groups used in the Census of Merchandising, it is found that the 1933 index of retail sales is highest for the general merchandise group of stores (70.7) and lowest for the restaurant group of establishments (48.3). The 1933 indexes for the groups, arranged in descending order of indexes, are as follows: General merchandise group, 70.7; food group, 69.7; country general stores, 64.1; apparel group, 62.1; other retail stores, 60.9; furniture and household group, 54.0; automotive group, 51.8; building materials group, 48.9; and restaurant group, 48.3

Food Group.--In 1933, sales of all stores included in the food group amounted to \$19,102,000 as compared with \$27,410,900 made by the same kinds of stores in 1930. The amounts quoted do not, of course, include the total sales of food commodities since sales of food are made in other kinds of stores, especially in department stores and country general stores.

Grocery and combination stores (stores selling both groceries and meats) form the most important classification in the food group. Sales of these stores in 1933 amounted to \$13,733,000 or 72.6 per cent of the amount reported in 1930. Indexes of sales for the intervening years are 87.0 for 1931 and 80.0 for 1932. Sales made by meat markets declined from \$3,309,500 in 1930 to 52.8 per cent of that amount, or \$1,747,000, in 1933. The 1933 business of candy and confectionery stores amounted to \$2,342,000 or 67.3 per cent of the 1930 figure.

Country General Stores.--In 1930, the business transacted by country general stores amounted to \$15,542,700. In 1933 the sales volume of this kind of business declined to 64.1 per cent of the 1930 figure or \$9,963,000. Indexes of sales for the intervening years are 78.1 for 1931 and 66.6 for 1932.

General Merchandise Group.--For this group as a whole, the value of retail sales declined from \$64,344,000 in 1930 to 70.7 per cent of that amount, or \$45,507,000, in 1933. The various kind-of-business classifications included in this group are department stores, dry goods stores, general merchandise stores and variety stores.

Automotive Group.--Sales of motor vehicle dealers declined from \$13,587,300 in 1930 to 45.6 per cent of that amount, or \$6,200,000, in 1933. Indexes based upon the 1930 business for the years 1931 and 1932 are 63.2 and 47.7 respectively. The 1933 business of filling stations is estimated at \$2,300,000 or 59.4 per cent of the 1930 amount.

Apparel Group.--As compared with the 1933 index of sales of 62.1 for this group as a whole, indexes of sales for the four classifications within the group are as follows: Men's clothing and furnishings stores, 52.9; family clothing stores, 60.7; women's apparel and accessories stores, 67.5; and shoe stores, 67.7.



Building Materials Group.--The two most important classifications within this group are hardware stores and lumber and building material dealers. The 1933 index of sales for the former was 61.9 and for the latter 45.9.

Furniture and Household Group.--The principal classifications within this group with the 1933 indexes of sales (1930 = 100) are as follows: Furniture stores, 59.6; household appliance stores, 50.7; and radio and music stores, 55.1.

Restaurants, Cafeterias and Eating Places.--Receipts in all establishments included in this group declined from \$5,553,300 in 1930 to 48.3 per cent of that amount, or \$2,682,000, in 1933. Indexes of receipts for the two intervening years are 78.0 for 1931 and 60.3 for 1932.

Other Retail Stores.--The more important classifications within this group, together with the 1933 indexes of sales, are as follows: Coal and wood yards, 67.7; drug stores, 68.0; jewellery stores, 75.5; and retail sales of Government liquor stores, 56.4.

# MANITOBA - RETAIL MERCHANDISE TRADE, 1930 - 1933

Table 5.--Total Net Sales and Sales Indexes, by Kinds of Business

Kind of Business	Total Net Sales (Estimated)				Index of Retail Sales (1930 = 100)			
	1930 \$	1931 \$	1932 \$	1933 \$	1930	1931	1932	1933
All Stores, Total .....	189,243,900	154,690,000	131,415,000	120,322,000	100.0	81.7	69.4	63.6
Food Group .....	27,410,900	23,437,000	20,971,000	19,102,000	100.0	85.5	76.5	69.7
Bakery products stores (manufacturing bakeries not included) .....	322,800	259,000	222,000	206,000	100.0	80.1	68.9	63.8
Candy and confectionery stores .....	3,480,100	2,957,000	2,526,000	2,342,000	100.0	85.0	72.6	67.3
Dairy products dealers (other than manu- facturing dairies) .....	772,700	730,000	605,000	624,000	100.0	94.5	78.3	80.8
Fruit and vegetable stores .....	393,400	401,000	350,000	315,000	100.0	101.9	89.1	79.6
Grocery and combination stores .....	18,915,700	16,457,000	15,133,000	13,733,000	100.0	87.0	80.0	72.6
Meat markets (including sea foods) .....	3,309,500	2,432,000	1,949,000	1,747,000	100.0	73.5	58.9	52.8
Other food stores .....	216,700	200,000	185,000	137,000	100.0	92.5	85.3	63.3
Country General Stores .....	15,542,700	12,139,000	10,351,000	9,963,000	100.0	78.1	66.6	64.1
General Merchandise Group .....	64,344,000	54,573,000	47,387,000	45,507,000	100.0	84.8	73.6	70.7
Automotive Group .....	20,605,500	14,269,000	11,275,000	10,680,000	100.0	69.2	54.7	51.8
Motor vehicle dealers .....	13,587,300	8,591,000	6,494,000	6,200,000	100.0	63.2	47.7	45.6
Accessories, tires and batteries .....	261,600	207,000	229,000	180,000	100.0	79.3	87.6	68.9
Filling stations .....	3,871,500	3,151,000	2,420,000	2,300,000	100.0	81.4	62.5	59.4
Garages .....	2,683,500	2,179,000	2,031,000	1,895,000	100.0	81.2	75.7	70.6
Other automotive establishments (including motorcycles, bicycles and supplies) ....	201,600	140,000	111,000	105,000	100.0	69.5	54.8	52.3
Apparel Group .....	9,597,200	7,971,000	6,455,000	5,957,000	100.0	83.1	67.3	62.1
Men's and boys' clothing and furnishings stores (includes custom tailors) .....	2,750,000	1,969,000	1,611,000	1,455,000	100.0	71.6	58.6	52.9
Family clothing stores .....	1,794,600	1,502,000	1,174,000	1,089,000	100.0	83.7	65.4	60.7
Women's apparel and accessories stores ..	3,713,800	3,350,000	2,678,000	2,507,000	100.0	90.2	72.1	67.5
Shoe stores .....	1,338,800	1,150,000	992,000	906,000	100.0	85.9	74.1	67.7

Table 5.—Total Net Sales and Sales Indexes, by Kinds of Business (Cont'd.) -

Kind of Business	Total Net Sales (Estimated)				Index of Retail Sales (1930 = 100)			
	1930 \$	1931 \$	1932 \$	1933 \$	1930	1931	1932	1933
Building Materials Group .....	12,173,400	9,688,000	6,786,000	5,959,000	100.0	79.6	55.7	48.9
Hardware stores .....	4,070,500	3,248,000	2,744,000	2,520,000	100.0	79.8	67.4	61.9
Lumber and building material dealers .....	6,430,200	5,067,000	3,331,000	2,951,000	100.0	78.8	51.8	45.9
Other building materials (including roofing materials) .....	1,157,800	992,000	411,000	219,000	100.0	85.7	35.5	18.9
Electrical shops (without radio) .....	514,900	381,000	300,000	269,000	100.0	74.0	58.3	52.2
Heating and plumbing shops .....								
Paint and glass stores .....								
Furniture and Household Group .....	3,740,800	3,155,000	2,535,000	2,019,000	100.0	84.4	67.8	54.0
Furniture stores .....	674,300	473,000	406,000	402,000	100.0	70.2	60.2	59.6
Household appliance stores .....	1,100,800	803,000	630,000	559,000	100.0	73.0	57.2	50.7
Other home furnishings (including floor coverings, curtains, etc.) .....	183,400	148,000	88,000	77,000	100.0	80.7	47.9	41.8
Radio and music stores .....	1,782,300	1,731,000	1,412,000	982,000	100.0	97.1	79.2	55.1
Restaurants, Cafeterias and Eating Places .....	5,553,300	4,332,000	3,349,000	2,692,000	100.0	78.0	60.3	49.3
Other Retail Stores .....	30,276,100	25,121,000	22,306,000	18,453,000	100.0	83.0	73.7	60.9
Farmers' supply stores .....	2,753,700	1,955,000	1,738,000	1,597,000	100.0	71.0	63.1	58.0
Book stores .....	801,400	566,000	471,000	370,000	100.0	70.7	58.7	46.2
Coal and wood yards (including ice) .....	7,181,500	5,989,000	5,436,000	4,862,000	100.0	83.4	75.7	67.7
Ice dealers .....	33,800	30,000	25,000	21,000	100.0	88.0	75.5	61.8
Drug stores .....	4,294,000	3,891,000	3,376,000	2,921,000	100.0	90.6	78.7	68.0
Florists .....	698,700	647,000	454,000	408,000	100.0	93.9	65.9	59.3
Jewellery stores .....	1,600,000	1,360,000	1,173,000	1,208,000	100.0	85.0	75.3	75.5
Office, school and store supplies and equipment dealers .....	1,658,500	1,055,000	862,000	700,000	100.0	63.6	52.0	42.2
Tobacco stores and stands .....	981,100	942,000	863,000	751,000	100.0	96.0	87.9	76.5
Government liquor stores .....	3,927,500	3,627,000	2,970,000	2,214,000	100.0	92.3	75.6	56.4
Unclassified kinds of business .....	6,356,100	5,060,000	4,939,000	3,401,000	100.0	79.6	77.7	53.5



Retail Merchandise Trade in Saskatchewan, 1930 - 1933

The total retail merchandise trade in Saskatchewan for the year 1933 is estimated at \$104,123,000 as compared with \$189,181,100 for 1930. The total retail trade for the years 1931 and 1932 amounted to \$137,792,000 and \$112,929,000 respectively. Representing the total retail merchandise trade in 1930 by 100, indexes of the dollar volume of business for the following three years are 72.8 for 1931, 59.7 for 1932 and 55.0 for 1933.

In this province, the general merchandise group of stores had the highest index of retail sales for 1933 (69.5) and the automotive group had the lowest (40.9). Indexes of sales for 1933 for the nine broad kind-of-business groups are as follows: General merchandise group, 69.5; country general stores, 61.2; food group, 59.8; apparel group, 58.2; other retail stores, 53.1; restaurant group, 49.7; building materials group, 47.6; furniture and household group, 47.6; and automotive group, 40.9.

Food Group.--As compared with the 1933 index of 59.8 for this group as a whole, indexes of sales for the same year for the more important kind-of-business classifications included are as follows: Grocery and combination stores, 63.3; meat markets 50.2; and candy and confectionery stores, 51.9.

Country General Stores.--Sales of country general stores in 1930 amounted to \$37,710,000 as compared with 61.2 per cent of that amount, or \$23,083,000, in 1933. Indexes of retail sales for the two intervening years are 75.0 for 1931 and 64.5 for 1932.

General Merchandise Group.--Using the 1930 sales volume as base, the indexes of the dollar volume of sales of this group for the following three years are 82.2 for 1931, 71.0 for 1932 and 69.5 for 1933. The various classifications within the group, together with their indexes of sales for 1933 are as follows: Department stores, 69.4; dry goods stores, 67.0; general merchandise stores, 53.8; and variety stores, 80.5.

Automotive Group.--For the group as a whole, indexes of sales (1930 = 100) are 60.6 for 1931, 45.3 for 1932, and 40.9 for 1933. Sales of motor vehicle dealers declined from \$18,666,000 in 1930 to 36.3 per cent of that amount, or \$6,776,000, in 1933. The 1933 index of sales for filling stations was 55.8 and for garages 46.8.

Apparel Group.--As compared with the 1933 index of retail sales of 58.2 for the group as a whole, indexes for the same year for the four classifications included are: Men's and boys' clothing and furnishings stores, 61.8; family clothing stores, 59.5; women's apparel and accessories, 54.1; and shoe stores, 50.6.

Building Materials Group.--The dollar volume of business transacted by retail hardware stores declined in 1933 to 54.6 per cent of the 1930 figure. A greater decrease in trade was experienced by lumber and building material dealers whose 1933 business formed 43.2 per cent of that transacted in 1930.

Furniture and Household Group.--The more important classifications within this group, together with indexes of sales for 1933 (1930 = 100), are as follows: Furniture stores, 65.5; household appliance stores, 47.5; and radio and music stores, 36.0.

Restaurant Group.--Indexes of receipts for this group are 75.5 for 1931, 55.2 for 1932, and 49.7 for 1933.

Other Retail Stores.--Some of the more important kind-of-business classifications included in this group, together with indexes of sales for 1933, are as follows: Coal and wood yards, 70.2; drug stores, 58.1; jewellery stores, 55.2; and Government liquor stores, 52.3.

Table 6.—Total Net Sales and Sales Indexes, by Kinds of Business

Kind of Business	Total Net Sales (Estimated)				Index of Retail Sales (1930 = 100)					
	1931			1932	1930			1931	1932	1933
	\$	\$	\$	\$						
All Stores, Total .....	189,181,100	137,792,000	112,929,000	104,123,000	100.0	72.8	59.7	55.0		
Food Group .....	25,877,700	20,659,000	16,847,000	15,484,000	100.0	79.8	65.1	59.8		
Bakery products stores (manufacturing bakeries not included) .....	382,500	303,000	247,000	210,000	100.0	79.3	64.5	55.0		
Candy and confectionery stores .....	2,810,800	1,771,000	1,521,000	1,459,000	100.0	63.0	54.1	51.9		
Dairy products dealers (other than manufacturing dairies) .....	506,200	504,000	380,000	374,000	100.0	99.6	75.1	73.9		
Fruit and vegetable stores .....	354,900	322,000	276,000	248,000	100.0	90.8	77.7	69.9		
Grocery and combination stores .....	16,944,300	14,081,000	11,776,000	10,726,000	100.0	83.1	69.5	63.3		
Meat markets (including sea foods) .....	4,746,200	3,555,000	2,534,000	2,383,000	100.0	74.9	53.4	50.2		
Other food stores .....	132,800	123,000	113,000	84,000	100.0	92.5	85.3	63.3		
Country General Stores .....	37,710,000	28,265,000	24,329,000	23,083,000	100.0	75.0	64.5	61.2		
General Merchandise Group .....	20,102,400	16,520,000	14,278,000	13,968,000	100.0	82.2	71.0	69.5		
Department stores .....	16,305,500	13,385,000	11,499,000	11,313,000	100.0	82.1	70.5	69.4		
Dry goods stores .....	609,800	500,000	417,000	409,000	100.0	82.0	68.3	67.0		
General merchandise stores .....	1,195,200	747,000	681,000	643,000	100.0	62.5	57.0	53.8		
Variety stores .....	1,991,900	1,888,000	1,681,000	1,603,000	100.0	94.8	84.4	80.5		
Automotive Group .....	27,048,700	16,401,000	12,247,000	11,077,000	100.0	60.6	45.3	40.9		
Motor vehicle dealers .....	18,666,000	10,416,000	7,261,000	6,776,000	100.0	55.8	38.9	36.3		
Accessories, tires and batteries .....	445,000	319,000	261,000	228,000	100.0	71.7	58.6	51.2		
Filling stations .....	4,004,200	3,103,000	2,627,000	2,234,000	100.0	77.5	65.6	55.8		
Garages .....	3,909,600	2,549,000	2,088,000	1,850,000	100.0	65.2	53.4	46.8		
Other automotive establishments (including motorcycles, bicycles and supplies) .....	23,900	14,000	11,000	10,000	100.0	59.2	44.8	40.6		
Apparel Group .....	10,231,900	8,046,000	6,850,000	5,953,000	100.0	78.6	66.9	58.2		
Men's and boys' clothing and furnishings stores (includes custom tailors) .....	3,073,600	2,371,000	2,039,000	1,898,000	100.0	77.2	66.3	61.8		
Family clothing stores .....	3,959,800	3,033,000	2,748,000	2,356,000	100.0	76.6	69.4	59.5		
Women's apparel and accessories stores .....	2,294,500	1,957,000	1,521,000	1,241,000	100.0	85.3	66.3	54.1		
Shoe stores .....	904,000	684,000	541,000	457,000	100.0	75.7	59.9	50.6		

Table 6.--Total Net Sales and Sales Indexes, by Kinds of Business (Cont'd.) -

Kind of Business	Total Net Sales (Estimated)				Index of Retail Sales (1930 = 100)			
	1930	1931	1932	1933	1930	1931	1932	1933
	\$	\$	\$	\$				
Building Materials Group .....	22,612,200	14,434,000	12,545,000	10,772,000	100.0	65.8	55.5	47.6
Hardware stores .....	8,929,000	6,242,000	5,377,000	4,821,000	100.0	70.7	60.9	54.6
Lumber and building material dealers .....	13,473,100	7,976,000	7,006,000	5,920,000	100.0	59.2	52.0	43.2
Other building materials (including roofing materials) .....	57,900	47,000	21,000	11,000	100.0	80.8	36.5	19.7
Electrical shops (without radio) .....	252,200	169,000	141,000	120,000	100.0	67.0	56.0	47.4
Heating and plumbing shops .....								
Paint and glass stores .....								
Furniture and Household Group .....	4,087,300	3,083,000	2,282,000	1,944,000	100.0	75.4	55.8	47.6
Furniture stores .....	1,188,100	1,067,000	861,000	773,000	100.0	89.8	72.5	65.5
Household appliance stores .....	1,009,600	641,000	575,000	480,000	100.0	63.5	57.0	47.5
Other home furnishings (including floor coverings, curtains, etc.) .....	96,400	59,000	40,000	40,000	100.0	60.9	41.5	41.5
Radio and music stores .....	1,793,200	1,316,000	805,000	646,000	100.0	73.4	44.9	36.0
Restaurants, Cafeterias and Eating Places .....	5,551,900	4,192,000	3,065,000	2,759,000	100.0	75.5	55.2	49.7
Other Retail Stores .....	35,959,000	26,193,000	20,487,000	19,083,000	100.0	72.8	57.0	53.1
Farmers' supply stores .....	4,281,900	2,415,000	2,188,000	1,875,000	100.0	56.4	51.1	43.8
Book stores .....	423,300	373,000	319,000	264,000	100.0	88.2	75.3	62.4
Coal and wood yards (including ice) .....	3,678,300	3,130,000	2,987,000	2,582,000	100.0	85.1	81.2	70.2
Ice dealers .....	115,800	100,000	85,000	76,000	100.0	86.8	73.1	65.6
Drug stores .....	4,988,000	3,864,000	3,263,000	2,899,000	100.0	77.5	65.5	58.1
Florists .....	297,000	227,000	170,000	165,000	100.0	76.4	57.1	55.7
Jewellery stores .....	1,103,300	749,000	609,000	609,000	100.0	67.9	55.2	55.2
Office, school and store supplies and equipment dealers .....	956,400	629,000	605,000	421,000	100.0	65.8	63.3	44.0
Tobacco stores and stands .....	945,900	826,000	775,000	695,000	100.0	87.4	82.0	73.5
Government liquor stores .....	9,226,800	5,774,000	4,787,000	4,824,000	100.0	62.6	51.9	52.3
Unclassified kinds of business(1) .....	9,942,300	8,103,000	4,693,000	4,673,000	100.0	81.5	47.2	47.0

(1) Includes secondhand stores.



### Retail Merchandise Trade in Alberta, 1930 - 1933

Total retail sales in Alberta in 1933 amounted to \$108,277,000 as compared with \$176,537,100 in 1930. Sales for the two intervening years 1931 and 1932 amounted to \$136,505,000 and \$115,578,000 respectively. Representing the total business transacted in 1930 by 100, indexes of the dollar volume of sales for the following three years are 77.3 in 1931, 65.5 in 1932, and 61.3 in 1933.

In Alberta, as in the other two Prairie Provinces, the general merchandise group of stores had the highest index of sales for 1933 when compared with 1930 as a base period. The various broad kind-of-business groups, together with indexes of sales for 1933, are as follows: General merchandise group, 72.4; apparel group, 71.6; food group, 66.7; country general stores, 65.3; other retail stores, 57.2; furniture and household group, 56.8; building materials group, 55.3; restaurant group, 54.3; and automotive group, 49.4.

Food Group.---For the food group as a whole, indexes of sales are 81.7 for 1931, 70.9 for 1932 and 66.7 for 1933. Sales of grocery and combination stores in 1933 amounted to \$12,674,000 or 74.8 per cent of the dollar volume sold in 1930. Meat markets experienced a greater decline in dollar volume of sales over the three-year period, as reflected in their index of 47.4 as compared with 100 for 1930. Part of this greater decline is due, of course, to the greater drop in prices of meat as compared with grocery products. Sales of candy and confectionery stores declined in 1933 to 58.3 per cent of their 1930 business.

Country General Stores.---Indexes of sales for this group of stores are 76.3 for 1931, 69.3 for 1932, and 65.3 for 1933.

General Merchandise Group.---Indexes of sales for this group as a whole are 85.7 for 1931, 74.9 for 1932 and 72.4 for 1933. The various classifications within the group, together with sales indexes for 1933, are as follows: Department stores, 69.9; dry goods stores, 77.2; general merchandise stores, 79.6; and variety stores, 88.7.

Automotive Group.---Of all groups, the automotive, with an index for 1933 of 49.4, experienced the greatest decline in trade in the province. Sales of motor vehicle dealers declined to 48.5 per cent of the 1930 dollar volume, while the 1933 index of sales for filling stations is 52.6 and for garages 50.7.

Apparel Group.---As compared with an index for 1933 of 71.6 for this group as a whole, indexes for the various classifications included are as follows: Men's and boys' clothing and furnishings, 68.2; family clothing stores, 88.4; women's apparel, 64.6; and shoe stores, 81.2.

Building Materials Group.---Sales of hardware stores declined from \$7,501,900 in 1930 to 59.1 per cent of that amount, or \$4,431,000, in 1933. Lumber and building material dealers, with an index for 1933 of 52.5, experienced a somewhat greater decline in trade.

Furniture and Household Group.---The more important classifications in this group, together with indexes of sales for 1933, are: Furniture stores, 68.9; household appliance stores, 58.7; and radio and music stores, 40.3.

Restaurant Group.---Indexes of receipts for this group of establishments (1930 = 100) are 76.9 for 1931, 61.9 for 1932, and 54.3 for 1933.

Other Retail Stores.---Some of the more important kinds of business included in this group, together with indexes of sales for 1933, are as follows: Coal and wood yards, 65.5; drug stores, 69.6; jewellery stores, 68.5; and Government liquor stores, 57.7.

Table 7.—Total Net Sales and Sales Indexes, by Kinds of Business

Kind of Business	Total Net Sales (Estimated)				Index of Retail Sales (1930 = 100)		
	1930	1931	1932	1933	1930	1931	1932 1933
All Stores, Total .....	\$ 176,537,100	\$ 136,505,000	\$ 115,578,000	\$ 108,277,000	100.0	77.3	65.5 61.3
Food Group .....	29,137,600	23,792,000	20,652,000	19,421,000	100.0	81.7	70.9 66.7
Bakery products stores (manufacturing bakeries not included) .....	432,200	335,000	284,000	261,000	100.0	77.6	65.7 60.3
Candy and confectionery stores .....	3,732,300	2,659,000	2,243,000	2,176,000	100.0	70.7	60.1 58.5
Dairy products dealers (other than manufac- turing dairies) .....	684,600	680,000	649,000	660,000	100.0	99.4	94.8 96.4
Fruit and vegetable stores .....	286,700	272,000	234,000	210,000	100.0	94.8	81.8 73.4
Grocery and combination stores .....	16,943,600	14,826,000	13,453,000	12,674,000	100.0	87.5	79.4 74.8
Meat markets (including sea foods) .....	6,535,800	4,561,000	3,374,000	3,093,000	100.0	69.9	51.7 47.4
Other food stores .....	532,400	478,000	415,000	347,000	100.0	89.8	77.9 65.2
Country General Stores .....	23,756,900	21,941,000	19,928,000	18,778,000	100.0	76.3	69.3 65.3
General Merchandise Group .....	23,199,500	19,879,000	17,371,000	16,793,000	100.0	85.7	74.9 72.4
Department stores .....	18,845,000	16,067,000	13,847,000	13,178,000	100.0	85.3	73.5 69.9
Dry goods stores .....	749,100	592,000	536,000	578,000	100.0	79.1	71.6 77.2
General merchandise stores .....	1,760,200	1,406,000	1,347,000	1,401,000	100.0	79.9	76.5 79.6
Variety stores .....	1,844,200	1,813,000	1,641,000	1,636,000	100.0	98.3	89.0 88.7
Automotive Group .....	31,120,100	21,299,000	16,157,000	15,331,000	100.0	68.4	51.9 49.4
Motor vehicle dealers .....	22,379,600	14,551,000	10,944,000	10,854,000	100.0	65.2	48.9 48.5
Accessories, tires and batteries .....	632,900	461,000	371,000	333,000	100.0	72.8	58.5 52.6
Filling stations .....	4,495,500	3,439,000	2,796,000	2,365,000	100.0	76.5	62.2 52.6
Garages .....	3,515,700	2,732,000	1,997,000	1,782,000	100.0	77.7	56.8 50.7
Other automotive establishments (including motorcycles, bicycles and supplies) .....	95,400	65,000	49,000	47,000	100.0	68.1	51.5 49.1
Apparel Group .....	11,037,700	9,476,000	8,401,000	7,943,000	100.0	85.5	75.3 71.6
Men's and boys' clothing and furnishings stores (includes custom tailors) .....	4,079,000	3,292,000	2,865,000	2,781,000	100.0	80.7	70.2 68.2
Family clothing stores .....	1,695,800	1,475,000	1,562,000	1,499,000	100.0	87.0	92.1 88.4
Women's apparel and accessories stores .....	3,929,200	3,285,000	2,695,000	2,538,000	100.0	83.6	68.6 64.6
Shoe stores .....	1,383,700	1,424,000	1,278,000	1,124,000	100.0	102.9	92.4 81.2

Table 7. --Total Net Sales and Sales Indexes, by Kinds of Business (Cont'd.) -

Kind of Business	Total Net Sales (Estimated)				Index of Retail Sales (1930 = 100)			
	1930	1931	1932	1933	1930	1931	1932	1933
	\$	\$	\$	\$				
Building Materials Group .....	15,574,000	11,118,000	9,820,000	8,611,000	100.0	71.4	61.8	55.3
Hardware stores .....	7,501,900	5,470,000	4,836,000	4,431,000	100.0	72.9	64.5	59.1
Lumber and building material dealers .....	7,337,700	5,100,000	4,403,000	3,852,000	100.0	69.5	60.0	52.5
Other building materials (including roofing materials) .....	227,100	127,000	92,000	55,000	100.0	56.1	40.6	24.4
Electrical shops (without radio) .....	507,300	422,000	289,000	272,000	100.0	83.1	56.9	53.7
Heating and plumbing shops .....								
Paint and glass stores .....								
Furniture and Household Group .....	5,355,600	4,386,000	3,303,000	3,042,000	100.0	81.9	61.7	56.8
Furniture stores .....	2,451,600	2,079,000	1,674,000	1,689,000	100.0	84.8	68.3	68.9
Household appliance stores .....	857,000	606,000	569,000	503,000	100.0	70.7	66.4	58.7
Other home furnishings (including floor coverings, curtains, etc.) .....	263,900	191,000	166,000	132,000	100.0	72.3	62.8	49.9
Radio and music stores .....	1,781,100	1,510,000	894,000	718,000	100.0	84.8	50.2	40.3
Restaurants, Cafeterias and Eating Places .....	5,996,400	4,611,000	3,712,000	3,256,000	100.0	76.9	61.9	54.3
Other Retail Stores .....	26,312,300	20,012,000	16,434,000	15,051,000	100.0	76.0	62.5	57.2
Farmers' supply stores .....	2,134,800	1,539,000	1,195,000	1,358,000	100.0	72.1	56.0	63.6
Book stores .....	603,900	480,000	404,000	337,000	100.0	79.4	66.9	55.9
Coal and wood yards (including ice) .....	889,600	761,000	675,000	583,000	100.0	85.6	75.9	65.5
Ice dealers .....	134,100	123,000	111,000	95,000	100.0	91.8	82.9	70.8
Drug stores .....	5,243,600	4,434,000	4,007,000	3,650,000	100.0	84.6	76.4	69.6
Florists .....	506,100	405,000	344,000	285,000	100.0	80.0	68.0	56.4
Jewellery stores .....	1,367,200	1,060,000	926,000	936,000	100.0	77.5	67.8	68.5
Office, school and store supplies and equipment dealers .....	1,089,100	698,000	541,000	418,000	100.0	64.1	49.7	38.4
Tobacco stores and stands .....	1,119,400	778,000	676,000	605,000	100.0	69.5	60.4	54.0
Government liquor stores .....	4,677,900	3,571,000	2,930,000	2,698,000	100.0	76.3	62.6	57.7
Unclassified kinds of business(1) .....	8,546,600	6,162,000	4,624,000	4,085,000	100.0	72.1	54.1	47.8

(1) Includes secondhand stores.











63-1-28

CANADA

DOMINION BUREAU OF STATISTICS

CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

RETAIL MERCHANDISE TRADE

IN THE

PRAIRIE PROVINCES

1934

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CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

Retail Merchandise Trade in the Prairie Provinces, 1934

Retail trade for the three Prairie Provinces combined amounted to \$361,960,000 in 1934 according to calculations made by the Bureau of Statistics and based upon reports received for the annual Census of Merchandising and Service Establishments. This figure represents an increase of 8.8 per cent in value of sales over 1933 and it is also one per cent higher than the amount recorded for 1932. For Manitoba the increase in value of sales in 1934 over that in the preceding year was 7.2 per cent; for Saskatchewan the increase was 8.3 per cent, and for Alberta, 11.1 per cent. Representing the value of sales in the three Prairie Provinces for 1930 by 100, indexes of sales for the years following are 73.2 for 1931, 84.6 for 1932, 60.0 for 1933, and 65.2 for 1934.

While increases in trade were recorded for practically all lines of business, the greatest gain over 1933 was experienced by motor vehicle dealers. The total business of these establishments for 1934, including the sale of both new and used vehicles, amounted to \$33,241,000, an increase of 39.5 per cent over the figure reported for 1933 and only slightly lower than the value of sales for 1931. Sales of grocery and combination stores for the three provinces in 1934 were \$38,299,000 or 3.1 per cent higher than in the preceding year. Sales of meat markets for 1934 were \$8,229,000 or 10.8 per cent higher than in 1933. Value of sales for country general stores showed an increase over 1933 of 9.7 per cent. For department stores the increase was 3.2 per cent; for hardware stores, 12.6 per cent; for lumber and building material dealers, 11.3 per cent, and for drug stores, 3.4 per cent.

Chain Store Sales.--In 1934 chain stores in the Prairie Provinces had sales valued at \$58,460,100 or 15.6 per cent of the total business of all stores for that year. In 1933 the ratio of chain store sales to total sales was 15.5 per cent and in 1930, the first year for which figures are available, the ratio was 14.6 per cent. These chain store figures include the sales for the Prairie Provinces of all retail organizations operating four or more units, exclusive only of department stores. For the Census of Merchandising, all department stores have been treated as independent establishments so that data for ownership groups of department stores are not included in the chain store figures mentioned here.

Of the total sales of all grocery and combination stores in the Prairie Provinces in 1934 amounting to \$38,299,000, chain store sales were \$13,435,500 or 35.1 per cent. In 1933 the corresponding ratio of chain store sales to total sales was 34.9 per cent, while in 1930 it was 32.2 per cent. Drug store chains did 12.4 per cent of the total business of all drug stores in 1934 as compared with 12.1 per cent in 1933. The values of chain store sales compared with total sales for certain selected kinds of business for each year from 1930 to 1934 are shown in Table 2.

Scope of Census.--This report on retail trade in the Prairie Provinces is based upon returns received from all chain store companies and from a representative number of independent stores operating in the various lines of business, for which data are shown in the attached tables. In all, including both chain stores and independent stores, returns were secured covering approximately 5,800 establishments in the Prairie Provinces and it





is estimated that these transacted about 70 per cent of the total business for all stores in these provinces. The reports which have been secured have been used to determine the most probable value of sales for those units which do not report to the annual census. The figures given in this report are, therefore, the most accurate estimates possible of the total retail trade for all stores and do not relate to the business of the reporting firms only.

Table 1 shows the value of sales for each year from 1930 to 1934 in the Prairie Provinces for all retail trade as a whole, for stores grouped according to broad kind-of-business groupings, and for a number of selected kinds of business. Indexes of sales (1930 = 100) are also shown together with the percentage change in sales between 1933 and 1934. In Table 2 a comparison is made as between chain store sales and total sales. Table 3 presents a comparison of sales by commodity groups for department stores for 1933 and 1934. More detailed tables then follow giving value of sales by kinds of business for each of the three provinces. Supplementary tables are in course of preparation showing employment and wage figures, gross margin percentages and value of inventory on hand at the close of the year. A detailed analysis classifying employees engaged in retail trade on the basis of weekly wage payments is also being prepared.

### Manitoba

Retail trade in Manitoba for 1934 amounted to \$129,968,000, an increase of 7.2 per cent over the sales figure of \$121,224,000 for 1933 and less than one per cent below the value of retail trade in 1932. Representing the amount of retail business in 1930 by 100, indexes of sales for the following years are 81.4 for 1931, 69.2 for 1932, 64.1 for 1933, and 68.7 for 1934.

Value of sales for grocery and combination stores increased in 1934 over 1933 by 2.3 per cent; for country general stores the increase was 8.8 per cent; for motor vehicle dealers, 50.8 per cent; for hardware stores, 16.8 per cent, and for lumber and building material dealers, 10.0 per cent.

Chain stores transacted 11.62 per cent of the total retail trade of the province in 1934 as compared with 11.24 per cent in 1933 and 11.68 per cent in 1930. For grocery and combination stores the ratio of chain store sales to total sales was 34.9 per cent in 1934 as compared with 34.2 per cent in 1933 and 28.8 per cent in 1930.

### Saskatchewan

Retail trade in Saskatchewan for the year 1934 amounted to \$111,-569,000, an increase of 8.3 per cent over the 1933 figure and approximately equal to the value of retail sales in 1932. Indexes of sales for this province for years subsequent to 1930 (1930 = 100) are as follows: 70.8 for 1931, 59.2 for 1932, 54.5 for 1933, and 59.0 for 1934.

Value of sales for automobile dealer establishments increased by 30.4 per cent over the 1933 figure. For country general stores the increase was 10.2 per cent; for hardware stores, 8.8 per cent, and for lumber and building material dealers, 8.7 per cent. For grocery and combination stores there was a slight increase of .5 per cent, while value of sales for meat markets increased by 8.7 per cent.

Chain stores accounted for 19.8 per cent of the total business of all retail stores in this province in 1934. In 1933 the ratio of chain store sales to total sales was 20.1 per cent, while in 1930 it was 18.0 per cent. Chains in the grocery and combination store field did 37.9 per cent of the total business of all grocery and combination stores in 1934 as compared with 38.1 per cent in 1933 and 40.3 per cent in 1930.





Alberta

Retail trade in Alberta for 1934 amounted to \$120,423,000, an increase of 11.1 per cent over the 1933 figure and 4.5 per cent higher than the amount recorded for 1932. Representing the value of sales in 1930 by 100, indexes of retail trade for the following years are 76.5 for 1931, 65.3 for 1932, 61.4 for 1933, and 68.2 for 1934.

Value of sales for automobile dealers increased in 1934 by 38.7 per cent over the 1933 sales figure. For country general stores the increase was 9.6 per cent; for hardware stores, 14.2 per cent, and for lumber and building material dealers, 16.2 per cent. Sales of grocery and combination stores increased in value by 6.3 per cent, while meat market sales increased by 11.2 per cent.

Sales made by chain stores in 1934 formed 16.0 per cent of the total retail trade of the province. In 1933 the ratio of chain store sales to total sales was 15.9 per cent, while in 1930 it was 14.1 per cent. Of the total business of all grocery and combination stores in 1934, chain stores accounted for 33.1 per cent. In 1933 the corresponding ratio was also 33.1 per cent, while in 1930 it was 28.0 per cent.



Table 1.--Total Net Sales and Sales Indexes, by Kinds of Business

Kind of Business	Total Net Sales (Estimated)				Index of Retail Sales (1930 = 100)				% of Change 1933-1934		
	1930 \$	1931 \$	1932 \$	1933 \$	1934 \$	1930	1931	1932		1933	
All Stores, Total .....	554,962,100	423,105,000	358,376,000	332,706,000	361,960,000	100.0	76.2	64.6	60.0	65.2	+ 8.8
Food Group .....	82,426,200	67,816,000	58,422,000	53,985,000	56,031,000	100.0	82.3	70.9	65.5	68.0	+ 3.8
Country General Stores .....	82,009,600	62,345,000	54,608,000	51,824,000	56,863,000	100.0	76.0	66.6	63.2	69.3	+ 9.7
General Merchandise Group .....	107,644,900	90,988,000	79,044,000	76,409,000	79,299,000	100.0	84.5	73.4	71.0	73.7	+ 3.8
Automotive Group .....	78,774,300	52,249,000	40,294,000	37,835,000	48,183,000	100.0	66.3	51.2	48.0	61.2	+27.4
Apparel Group .....	30,916,800	25,399,000	21,522,000	19,707,000	21,225,000	100.0	82.2	69.6	63.7	68.7	+ 7.7
Building Materials Group .....	50,359,600	35,279,000	29,287,000	25,731,000	28,805,000	100.0	70.1	58.2	51.1	57.2	+11.9
Furniture and Household Group .....	13,181,700	10,671,000	8,169,000	7,054,000	7,719,000	100.0	81.0	62.0	53.5	58.6	+ 9.4
Restaurants, Cafeterias and Eating Places ..	17,101,600	13,135,000	10,126,000	8,697,000	9,002,000	100.0	76.8	59.2	50.9	52.6	+ 3.5
Other Retail Stores .....	92,547,400	65,223,000	56,904,000	51,464,000	54,833,000	100.0	70.5	61.5	55.6	59.2	+ 6.5
Grocery and combination stores .....	52,803,600	45,364,000	40,362,000	37,133,000	38,299,000	100.0	85.9	76.4	70.3	72.5	+31.8
Meat markets (including sea foods) .....	14,581,500	10,653,000	8,027,000	7,426,000	8,229,000	100.0	73.1	55.0	50.9	56.4	+10.8
Department stores .....	96,588,600	81,369,000	70,522,000	67,936,000	70,132,000	100.0	84.2	73.0	70.3	72.6	+ 3.2
Variety stores .....	5,270,900	5,054,000	4,543,000	4,430,000	4,708,000	100.0	95.9	86.2	84.0	89.3	+ 6.3
Motor vehicle dealers .....	54,632,900	33,598,000	24,689,000	23,830,000	33,241,000	100.0	61.5	45.2	43.6	60.8	+39.5
Filling stations .....	12,371,200	10,075,000	8,528,000	7,691,000	7,952,000	100.0	81.4	68.9	62.2	64.3	+ 3.4
Men's and boys' clothing and furnishing stores (including custom tailors) .....	9,902,600	7,582,000	6,425,000	6,051,000	6,635,000	100.0	76.6	64.9	61.1	67.0	+ 9.7
Women's apparel and accessories stores ..	9,937,500	8,592,000	6,894,000	6,286,000	6,823,000	100.0	86.5	69.4	63.3	68.7	+ 8.5
Shoe stores .....	3,626,500	3,180,000	2,746,000	2,436,000	2,609,000	100.0	87.7	75.7	67.2	71.9	+ 7.1
Hardware stores .....	20,401,400	14,960,000	12,957,000	11,772,000	13,252,000	100.0	73.3	63.5	57.7	65.0	+12.6
Lumber and building material dealers .....	27,241,000	18,143,000	14,740,000	12,623,000	14,051,000	100.0	66.6	54.1	46.3	51.6	+11.3
Furniture stores .....	4,314,000	3,619,000	2,941,000	2,869,000	3,029,000	100.0	83.9	68.2	66.5	70.2	+ 5.6
Radio and music stores .....	5,356,600	4,557,000	3,111,000	2,346,000	2,415,000	100.0	85.1	58.1	43.8	45.1	+ 2.9
Coal and wood yards .....	11,749,200	9,926,000	9,175,000	8,136,000	7,607,000	100.0	84.5	78.1	69.2	64.7	+ 6.5
Drug stores .....	14,525,600	12,337,000	10,917,000	9,818,000	10,154,000	100.0	84.9	75.2	67.6	69.9	+ 3.4





PRAIRIE PROVINCES, RETAIL MERCHANDISE TRADE, 1934

Table 2.--Comparison of Chain Store Sales and Total Sales, by Years

	1930	1931	1932	1933	1934
ALL STORES, Total Sales ..	\$554,962,100	423,105,000	358,376,000	332,706,000	362,131,000
Chain sales .....	\$ 81,080,600	63,550,500	54,484,000	51,644,400	56,460,100
% , chains to total	14.6	15.0	15.2	15.5	15.6
Grocery and Combination Stores, Total Sales ....	\$ 52,803,600	45,364,000	40,362,000	37,133,000	38,299,000
Chain sales .....	\$ 17,015,000	16,207,800	14,630,800	12,973,900	13,435,500
% , chains to total	32.2	35.7	36.2	34.9	35.1
Variety, 5-and-10, and to- a-dollar Stores, Total Sales .....	\$ 5,270,900	5,054,000	4,543,000	4,430,000	4,708,000
Chain sales .....	\$ 4,857,500	4,694,200	4,227,400	4,128,500	4,383,400
% , chains to total	92.2	92.9	93.1	93.2	93.1
Filling Stations, Total Sales .....	\$ 12,371,200	10,075,000	8,528,000	7,691,000	7,952,000
Chain sales .....	\$ 984,100	964,100	952,600	1,046,500	1,020,900
% , chains to total	8.0	9.6	11.2	13.6	12.8
Men's and Boys Clothing and Furnishings (includes custom tailors), Total Sales .....	\$ 9,902,600	7,582,000	6,425,000	6,051,000	6,635,000
Chain sales .....	\$ 765,000	554,200	430,800	475,000	538,800
% , chains to total	7.7	7.3	6.7	7.8	8.1
Women's Apparel and Acces- sories Stores, Total Sales .....	\$ 9,937,500	8,592,000	6,894,000	6,286,000	6,823,000
Chain sales .....	\$ 2,262,400	1,845,600	1,156,200	993,400	976,400
% , chains to total	22.8	21.5	16.8	15.8	14.3
Restaurants, Cafeterias and Eating Places, Total Sales .....	\$ 17,101,600	13,135,000	10,126,000	8,697,000	9,002,000
Chain sales .....	\$ 1,127,800	911,800	708,300	605,200	575,700
% , chains to total	6.6	6.9	7.0	7.0	6.4
Drug Stores, Total Sales .	\$ 14,525,600	12,337,000	10,917,000	9,818,000	10,154,000
Chain sales .....	\$ 1,778,600	1,360,400	1,242,900	1,183,800	1,263,700
% , chains to total	12.2	11.0	11.4	12.1	12.4
Lumber and Building Mater- ial Dealers, Total Sales	\$ 27,241,000	18,143,000	14,740,000	12,623,000	14,051,000
Chain sales .....	\$ 16,829,300	10,640,200	9,151,700	8,101,200	9,241,200
% , chains to total	61.8	58.6	62.1	64.2	65.8





PRAIRIE PROVINCES, RETAIL MERCHANDISE TRADE, 1934

Table 3.--Sales by Commodity Groups for Department Stores, 1933 and 1934

Department	Sales in 1933 \$	Sales in 1934 \$	% of Change
Total Sales, All Departments .....	67,936,000	70,132,000	+ 3.2
Apparel and accessories, women's, misses' and children's (including furs, fur goods, infants' wear, hosiery, gloves, lingerie, etc.) .....	13,745,900	14,261,000	+ 3.7
Automotive supplies (including tires, batteries, automo- tive parts) .....	426,900	451,800	+ 5.8
Cafeterias and restaurants (including fountain and lunch rooms) .....	988,000	958,900	- 2.9
Clothing and furnishings, men's and boys' (including hats and caps) .....	8,527,700	9,170,400	+ 7.5
Drugs and toilet articles and preparations (including cameras and photographic supplies) .....	2,913,100	2,884,600	- 1.0
Dry goods and notions (including piece goods - silks, woollens, cottons, linens - ribbons, laces, embroideries, buttons, thread, patterns, yarns) .....	7,795,800	7,977,800	+ 2.3
Farm and garden equipment and supplies (including farm machinery, harness, seeds, etc.) .....	1,085,400	1,147,300	+ 5.7
Food and kindred products (groceries, meats, provisions, candies, fruit and vegetables) .....	11,593,200	11,280,700	- 2.7
Furniture (including mattresses, springs) .....	2,244,300	2,480,500	+10.5
Hardware and kitchen utensils (including paints, wallpaper) .....	2,119,600	2,169,400	+ 2.3
Home furnishings (draperies, curtains, bedding, table linen, china, glassware, pictures, window shades, floor coverings) .....	3,179,200	3,423,900	+ 7.7
Household appliances and electrical supplies (washing machines, sewing machines, electric irons, vacuum cleaners, refrigerators, stoves, electrical fixtures, lamps) .....	740,400	818,500	+10.5
Jewellery and optical goods (including clocks, watches, silverware, plated ware) .....	1,135,900	1,258,600	+10.8
Leather goods and travelling goods (including purses and hand-bags) .....	687,500	768,600	+11.8
Millinery .....	802,300	835,900	+ 4.2
Radios, musical instruments, and supplies .....	1,016,200	1,043,300	+ 2.7
Shoes and other footwear (men's, women's and children's) .	5,629,000	5,755,000	+ 2.2
Sporting goods (including bicycles, toys, games) .....	823,500	872,400	+ 5.9
Stationery, books and magazines .....	984,700	1,028,200	+ 4.4
Receipts from repair or service departments, not included elsewhere (such as hairdressing, electrical contracting, fur storage, interior decorating) .....	507,400	527,000	+ 3.9
Miscellaneous merchandise (Specify principal departments included here, giving figures for each one whose sales amount to more than 5 per cent of total store sales) ...	990,500	1,018,100	+ 2.8



Table 4.--MANITOBA - Total Net Sales and Sales Indexes, by Kinds of Business

Kind of Business	Total Net Sales (Estimated)				Index of Retail Sales (1930 = 100)				% of Change 1933-1934
	1930	1931	1932	1933	1930	1931	1932	1933	
	\$	\$	\$	\$					
Total, All Stores .....	189,243,900	153,978,000	131,025,000	121,224,000	100.0	81.4	69.2	64.1	+ 7.2
Food Group .....	27,410,900	23,397,000	20,938,000	19,048,000	100.0	85.4	76.4	69.5	+ 2.7
Bakery product stores (manufacturing bakeries not included) .....	322,800	259,000	222,000	206,000	100.0	80.2	68.8	63.8	+ 7.8
Candy and confectionery stores .....	3,480,100	2,957,000	2,526,000	2,342,000	100.0	85.0	72.6	67.3	+ 2.9
Dairy product dealers (other than manufactur- ing dairies) .....	772,700	726,000	591,000	549,000	100.0	94.0	76.5	71.0	+ 0.7
Fruit and vegetable stores .....	393,400	381,000	351,000	320,000	100.0	96.8	89.2	81.3	+ 6.3
Grocery and combination stores .....	18,915,700	16,457,000	15,133,000	13,733,000	100.0	87.0	80.0	72.6	+ 2.3
Meat markets (including sea foods) .....	3,309,500	2,432,000	1,949,000	1,747,000	100.0	73.5	58.9	52.8	+12.9
Other food stores .....	216,700	185,000	166,000	151,000	100.0	85.4	76.6	69.7	+ 2.6
Country General Stores .....	15,542,700	12,139,000	10,351,000	9,963,000	100.0	78.1	66.6	64.1	+ 8.8
General Merchandise Group .....	64,344,000	54,589,000	47,395,000	45,674,000	100.0	84.8	73.7	71.0	+ 2.9
Automotive Group .....	20,605,500	14,305,000	11,469,000	10,863,000	100.0	69.4	55.7	52.7	+32.4
Motor vehicle dealers .....	13,587,300	8,591,000	6,484,000	6,200,000	100.0	63.2	47.7	45.6	+59.8
Accessories, tires and batteries .....	261,600	207,000	229,000	180,000	100.0	79.1	87.5	68.8	+14.4
Filling stations .....	3,871,500	3,357,000	2,830,000	2,745,000	100.0	86.7	73.1	70.9	+ 5.7
Garages .....	2,683,500	2,010,000	1,814,000	1,632,000	100.0	74.9	67.6	60.8	+ 9.4
Other automotive establishments (including motorcycles, bicycles and supplies) .....	201,600	140,000	112,000	106,000	100.0	69.4	55.6	52.6	+33.0
Apparel Group .....	9,597,200	8,178,000	6,824,000	6,376,000	100.0	85.2	71.1	66.4	+ 9.8
Men's and boys' clothing and furnishings stores (including custom tailors) .....	2,750,000	2,074,000	1,763,000	1,628,000	100.0	75.4	64.1	59.2	+10.3
Family clothing stores .....	1,794,600	1,604,000	1,391,000	1,335,000	100.0	89.4	77.5	74.4	+ 5.2
Women's apparel and accessories stores .....	3,713,800	3,350,000	2,678,000	2,507,000	100.0	90.2	72.1	67.5	+13.4
Shoe stores .....	1,338,800	1,150,000	992,000	906,000	100.0	85.9	74.1	67.7	+ 5.5





Table 4.--MANITOBA - Total Net Sales and Sales Indexes, by Kinds of Business (Cont'd.) -

Kind of Business	Total Net Sales (Estimated)				Index of Retail Sales (1930 = 100)				% of Change 1933-1934		
	1930	1931	1932	1933	1934	1930	1931	1932		1933	1934
Building Materials Group .....	12,173,400	9,661,000	7,047,000	6,306,000	7,130,000	100.0	79.4	57.9	51.8	58.6	+13.1
Hardware stores .....	4,070,500	3,248,000	2,744,000	2,520,000	2,943,000	100.0	79.8	67.4	61.9	72.3	+16.8
Lumber and building material dealers .....	6,430,200	5,067,000	3,331,000	2,951,000	3,246,000	100.0	78.8	51.8	45.9	50.5	+10.0
Other building materials (including roofing materials) .....	1,157,800	919,000	670,000	600,000	679,000	100.0	79.4	57.9	51.8	58.6	+13.2
Electrical shops (without radio) .....											
Heating and plumbing shops .....	514,900	427,000	302,000	235,000	262,000	100.0	82.9	58.7	45.6	50.9	+11.5
Paint and glass stores .....											
Furniture and Household Group .....	3,740,800	3,162,000	2,574,000	2,043,000	2,368,000	100.0	84.5	68.8	54.6	63.3	+15.9
Furniture stores .....	674,300	473,000	406,000	402,000	435,000	100.0	70.1	60.2	59.6	64.5	+ 8.2
Household appliance stores .....	1,100,800	803,000	630,000	559,000	710,000	100.0	72.9	57.2	50.8	64.5	+27.0
Other home furnishings (including floor coverings, curtains, etc.) .....	183,400	155,000	126,000	100,000	121,000	100.0	84.5	68.7	54.5	66.0	+21.0
Radio and music stores .....	1,782,300	1,731,000	1,412,000	982,000	1,102,000	100.0	97.1	79.2	55.1	61.8	+12.2
Restaurants, Cafeterias and Eating Places .....	5,553,300	4,332,000	3,349,000	2,682,000	2,688,000	100.0	78.0	60.3	48.3	48.4	+ 0.2
Other Retail Stores .....	30,276,100	24,215,000	21,078,000	18,269,000	18,989,000	100.0	80.0	69.6	60.3	62.7	+ 3.9
Farmers' supply stores .....	2,753,700	1,955,000	1,738,000	1,597,000	1,862,000	100.0	71.0	63.1	58.0	67.6	+16.6
Book stores .....	801,400	551,000	443,000	354,000	363,000	100.0	68.8	55.3	44.2	45.3	+ 2.5
Coal and wood yards .....	7,181,300	5,989,000	5,436,000	4,862,000	4,526,000	100.0	83.4	75.7	67.7	63.0	+ 6.9
Ice dealers .....	33,800	30,000	26,000	23,000	23,000	100.0	88.8	76.9	68.0	68.0	-
Drug stores .....	4,294,000	3,933,000	3,478,000	3,070,000	3,112,000	100.0	91.6	81.0	71.5	72.5	+ 1.4
Florists .....	688,700	590,000	450,000	378,000	382,000	100.0	85.7	65.3	54.9	55.5	+ 1.1
Jewellery stores .....	1,600,000	1,259,000	926,000	856,000	1,146,000	100.0	78.7	57.9	53.5	71.6	+33.9
Office, school and store supplies and equipment dealers .....	1,658,500	1,055,000	862,000	700,000	778,000	100.0	63.6	52.0	42.2	46.9	+11.1
Tobacco stores and stands .....	981,100	942,000	863,000	751,000	791,000	100.0	96.0	88.0	76.5	80.6	+ 5.3
Government liquor stores .....	3,927,500	3,627,000	2,970,000	2,214,000	2,269,000	100.0	92.3	75.6	56.4	57.8	+ 2.5
Unclassified kinds of business .....	6,356,100	4,284,000	3,886,000	3,464,000	3,737,000	100.0	67.4	61.1	54.5	58.8	+ 7.9

Note: In a number of cases figures for the years 1931 to 1933 have been revised.



Table 5.--SASKATCHEWAN - Total Net Sales and Sales Indexes, by Kinds of Business

Kind of Business	Total Net Sales (Estimated)					Index of Retail Sales (1930 = 100)					% of Change 1933-1934
	1930	1931	1932	1933	1934	1930	1931	1932	1933	1934	
	\$	\$	\$	\$	\$						
<b>Total, All Stores</b> .....	189,181,100	134,032,000	111,997,000	103,051,000	111,569,000	100.0	70.8	59.2	54.5	59.0	+ 8.3
Food Group .....	25,877,700	20,610,000	16,820,000	15,464,000	15,712,000	100.0	79.6	65.0	59.8	60.7	+ 1.6
Bakery product stores (manufacturing bakeries not included) .....	382,500	303,000	247,000	210,000	231,000	100.0	79.2	64.6	54.9	60.4	+10.0
Candy and confectionery stores .....	2,810,800	1,771,000	1,521,000	1,459,000	1,405,000	100.0	63.0	54.1	51.9	50.0	+ 3.7
Dairy product dealers (other than manufactur- ing dairies) .....	506,200	476,000	387,000	359,000	362,000	100.0	94.0	76.5	70.9	71.5	+ 0.8
Fruit and vegetable stores .....	354,900	318,000	269,000	248,000	274,000	100.0	89.6	75.8	69.7	74.4	+ 6.5
Grocery and combination stores .....	16,943,300	14,081,000	11,776,000	10,726,000	10,779,000	100.0	83.1	69.5	63.3	63.6	+ 0.5
Meat markets (including sea foods) .....	4,746,200	3,555,000	2,534,000	2,333,000	2,590,000	100.0	74.9	53.4	50.2	54.6	+ 8.7
Other food stores .....	132,800	106,000	86,000	79,000	81,000	100.0	79.8	64.8	59.5	61.0	+ 2.5
Country General Stores .....	37,710,000	28,265,000	24,329,000	23,083,000	25,438,000	100.0	75.0	64.5	61.2	67.5	+10.2
General Merchandise Group .....	20,102,400	16,520,000	14,278,000	13,968,000	14,770,000	100.0	82.2	71.0	69.5	73.5	+ 5.7
Automotive Group .....	27,048,700	16,474,000	12,356,000	11,219,000	13,654,000	100.0	60.9	45.7	41.5	50.5	+21.7
Motor vehicle dealers .....	18,666,000	10,416,000	7,261,000	6,776,000	8,836,000	100.0	55.8	38.9	36.3	47.3	+30.4
Accessories, tires and batteries .....	445,000	319,000	261,000	228,000	223,000	100.0	71.7	58.7	51.2	50.1	+ 2.2
Filling stations .....	4,004,200	3,175,000	2,735,000	2,375,000	2,534,000	100.0	79.3	68.3	59.3	63.3	+ 6.7
Garages .....	3,909,600	2,549,000	2,068,000	1,830,000	2,049,000	100.0	65.2	53.4	46.8	52.4	+12.0
Other automotive establishments (including motorcycles, bicycles and supplies) .....	23,900	15,000	11,000	10,000	12,000	100.0	62.8	46.0	41.8	50.2	+20.0
Apparel Group .....	10,231,900	8,063,000	6,879,000	5,990,000	6,416,000	100.0	78.8	67.2	58.5	62.7	+ 7.1
Men's and boys' clothing and furnishings stores (including custom tailors) .....	3,073,600	2,371,000	2,039,000	1,898,000	2,134,000	100.0	77.1	66.3	61.8	69.4	+12.4
Family clothing stores .....	3,959,800	3,033,000	2,748,000	2,356,000	2,490,000	100.0	76.6	69.4	59.5	62.9	+ 5.7
Women's apparel and accessories stores .....	2,294,500	1,957,000	1,521,000	1,241,000	1,219,000	100.0	85.3	66.3	54.1	53.1	+ 1.8
Shoe stores .....	904,000	702,000	571,000	495,000	573,000	100.0	77.7	63.2	54.8	63.4	+15.8

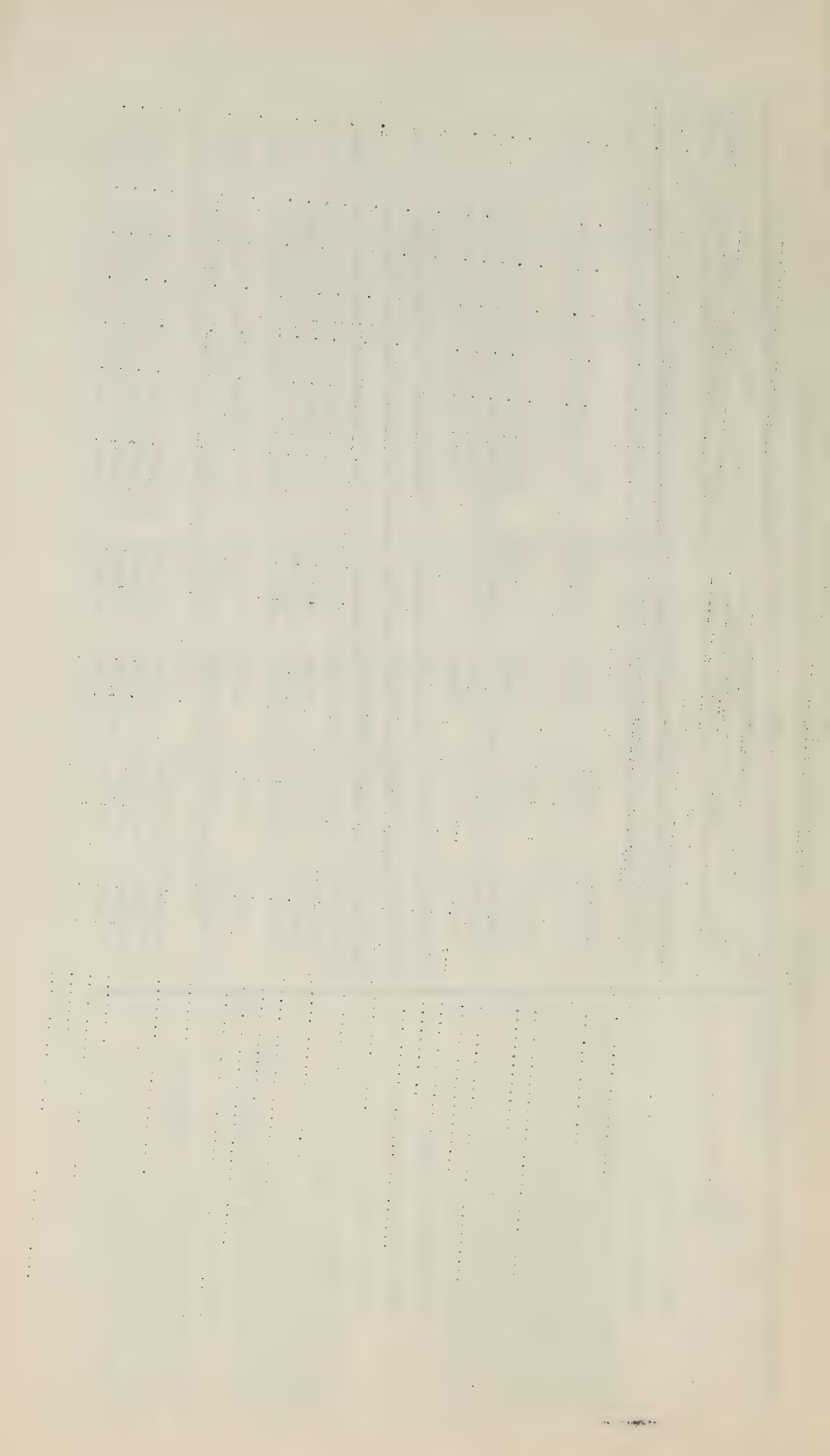




Table 5.--SASKATCHEWAN - Total Net Sales and Sales Indexes, by Kinds of Business. (Cont'd.) --

Kind of Business	Total Net Sales (Estimated)					Index of Retail Sales (1930 = 100)					% of Change 1933-1934
	1930	1931	1932	1933	1934	1930	1931	1932	1933	1934	
Building Materials Group	22,612,200	14,464,000	12,563,000	10,784,000	11,733,000	100.0	64.0	55.6	47.7	51.2	+ 8.8
Hardware stores	8,829,000	6,242,000	5,377,000	4,821,000	5,247,000	100.0	70.1	60.9	54.6	59.4	+ 8.6
Lumber and building material dealers	13,473,100	7,976,000	7,006,000	5,820,000	6,323,000	100.0	59.2	52.0	43.2	47.0	+ 8.7
Other building materials (including roofing materials)	57,900	37,000	32,000	28,000	30,000	100.0	63.9	55.3	48.4	51.8	+ 7.1
Electrical shops (without radio)	252,200	209,000	148,000	115,000	128,000	100.0	82.5	58.7	45.6	50.8	+11.3
Heating and plumbing shops											
Paint and glass stores											
Furniture and Household Group	4,087,300	3,097,000	2,225,000	1,250,000	2,037,000	100.0	75.8	56.1	47.7	49.8	+ 4.5
Furniture stores	1,188,100	1,061,000	861,000	778,000	731,000	100.0	89.8	72.5	65.5	65.7	+ 0.4
Household appliance stores	1,009,500	641,000	575,000	480,000	553,000	100.0	63.5	57.0	47.5	45.8	+15.2
Other home furnishings (including floor coverings, curtains, etc.)	96,400	73,000	54,000	46,000	47,000	100.0	75.7	53.9	47.7	48.8	+ 2.2
Radio and music stores	1,193,200	1,316,000	805,000	646,000	656,000	100.0	73.4	44.9	36.0	36.6	+ 1.5
Restaurants, Cafeterias and Eating Places	5,551,900	4,192,000	3,065,000	2,759,000	2,871,000	100.0	75.5	55.2	42.7	52.2	+ 5.0
Other Retail Stores	35,959,000	22,347,000	19,412,000	17,844,000	18,912,000	100.0	62.1	57.0	45.3	52.6	+ 6.0
Farmers' supply stores	4,281,900	2,415,000	2,138,000	1,875,000	2,035,000	100.0	56.4	51.1	43.8	47.5	+ 8.5
Book stores	423,300	291,000	234,000	187,000	192,000	100.0	68.7	55.3	44.2	45.4	+ 2.7
Coal and wood yards	3,678,300	3,130,000	2,987,000	2,582,000	2,352,000	100.0	85.1	81.2	70.2	63.9	+ 3.9
Ice dealers	125,800	103,800	50,000	72,000	73,000	100.0	138.9	77.7	68.2	67.4	+ 1.3
Drug stores	4,988,000	3,970,000	3,432,000	3,098,000	3,293,000	100.0	79.6	66.8	62.1	62.0	+ 6.3
Florists	297,000	254,000	194,000	163,000	165,000	100.0	85.5	65.3	54.9	55.5	+ 4.2
Jewellery stores	1,103,200	701,000	541,000	541,000	584,000	100.0	63.5	49.0	49.1	52.9	+ 7.9
Office, school and store supplies and equipment dealers	976,400	629,000	605,000	421,000	467,000	100.0	65.8	63.3	44.0	43.8	+10.9
Tobacco stores and stands	945,900	775,000	702,000	587,000	590,000	100.0	81.9	74.2	62.1	62.4	+ 0.5
Government liquor stores	9,226,500	5,177,000	4,787,000	4,824,000	5,234,000	100.0	62.6	51.9	52.3	56.4	+ 7.9
Unclassified kinds of business	9,542,300	4,303,000	3,552,000	3,477,000	3,932,000	100.0	44.3	36.1	35.6	43.7	+13.7

Note: In a number of cases figures for the years 1931 to 1933 have been revised.



Table 6.--ALBERTA - Total Net Sales and Sales Indexes, by Kinds of Business

Kind of Business	Total Net Sales (Estimated)					Index of Retail Sales (1930 = 100)				% of Change 1933-1934
	1930	1931	1932	1933	1934	1930	1931	1932	1933	
		\$	\$	\$	\$		\$			
Total, All Stores .....	176,537,100	135,095,000	115,354,000	108,431,000	120,423,000	100.0	76.5	65.3	61.4	+11.1
Food Group .....	29,137,600	23,809,000	20,664,000	19,473,000	20,759,000	100.0	81.7	70.9	66.8	+ 6.6
Bakery product stores (manufacturing bakeries not included) .....	432,200	335,000	284,000	261,000	276,000	100.0	77.5	65.7	60.4	+ 5.7
Candy and confectionery stores .....	3,732,300	2,639,000	2,243,000	2,176,000	2,233,000	100.0	70.7	60.1	58.3	+ 2.6
Dairy product dealers (other than manufactur- ing dairies) .....	684,600	644,000	524,000	486,000	490,000	100.0	94.1	76.5	71.0	+ 0.8
Fruit and vegetable stores .....	286,700	264,000	238,000	224,000	238,000	100.0	92.1	83.0	78.1	+ 6.3
Grocery and combination stores .....	16,943,600	14,826,000	13,453,000	12,674,000	13,477,000	100.0	87.5	79.4	74.8	+ 6.3
Meat markets (including sea foods) .....	6,525,800	4,666,000	3,544,000	3,296,000	3,666,000	100.0	71.5	54.3	50.5	+11.2
Other food stores .....	532,400	435,000	378,000	356,000	379,000	100.0	81.7	71.0	66.9	+ 6.5
Country General Stores .....	28,756,900	21,941,000	19,928,000	18,778,000	20,585,000	100.0	76.3	63.3	65.3	+ 9.6
General Merchandise Group .....	23,198,500	19,879,000	17,371,000	16,767,000	17,520,000	100.0	85.7	74.9	72.3	+ 4.5
Automotive Group .....	31,120,100	21,470,000	16,469,000	15,753,000	20,146,000	100.0	69.0	52.9	50.6	+27.8
Motor vehicle dealers .....	22,379,600	14,591,000	10,944,000	10,854,000	15,055,000	100.0	65.2	48.9	48.5	+38.7
Accessories, tires and batteries .....	633,900	475,000	391,000	357,000	376,000	100.0	74.9	61.7	56.3	+ 5.3
Filling stations .....	4,495,500	3,543,000	2,963,000	2,571,000	2,517,000	100.0	78.8	65.9	57.2	+ 2.1
Garages .....	3,515,700	2,795,000	2,120,000	1,923,000	2,137,000	100.0	79.5	60.3	54.7	+11.1
Other automotive establishments (including motorcycles, bicycles and supplies) .....	95,400	66,000	51,000	48,000	61,000	100.0	69.2	53.5	50.3	+27.1
Apparel Group .....	11,087,700	9,158,000	7,819,000	7,341,000	7,808,000	100.0	82.6	70.5	66.2	+ 6.4
Men's and boys' clothing and furnishings stores (including custom tailors) .....	4,079,000	3,137,000	2,623,000	2,525,000	2,705,000	100.0	76.9	64.3	61.9	+ 7.1
Family clothing stores .....	1,695,800	1,408,000	1,318,000	1,243,000	1,263,000	100.0	83.0	77.7	73.3	+ 1.6
Women's apparel and accessories stores .....	3,929,200	3,285,000	2,695,000	2,538,000	2,760,000	100.0	83.6	68.6	64.6	+ 8.7
Shoe stores .....	1,383,700	1,328,000	1,183,000	1,035,000	1,080,000	100.0	96.0	85.5	74.8	+ 4.3





Table 6.--ALBERTA -- Total Net Sales and Sales Indexes, by Kinds of Business (Cont'd.)

Kind of Business	Total Net Sales					Index of Retail Sales					% of Change 1933-1934
	(Estimated)					(1930 = 100)					
	1930	1931	1932	1933	1934	1930	1931	1932	1933	1934	
Building Materials Group .....											
Hardware stores .....	15,514,000	11,154,000	9,677,000	8,641,000	9,942,000	100.0	71.6	62.1	55.2	63.8	+15.1
Lumber and building material dealers .....	7,501,900	5,470,000	4,836,000	4,431,000	5,062,000	100.0	72.9	64.5	59.1	67.5	+14.2
Other building materials (including roofing materials) .....	7,337,700	5,100,000	4,403,000	3,852,000	4,477,000	100.0	69.5	60.0	52.5	61.0	+16.2
Electrical shops (without radio) .....	227,100	163,000	141,000	126,000	145,000	100.0	71.8	62.1	55.5	63.8	+15.1
Heating and plumbing shops .....	507,300	421,000	297,000	232,000	258,000	100.0	83.0	58.5	45.7	50.9	+11.2
Paint and glass stores .....											
Furniture and Household Group .....											
Furniture stores .....	5,353,600	4,412,000	3,309,000	3,061,000	3,314,000	100.0	82.4	61.6	57.2	61.2	+ 8.3
Household appliance stores .....	2,451,600	2,079,000	1,674,000	1,689,000	1,873,000	100.0	84.8	63.3	68.9	74.0	+ 7.3
Other home furnishings (including floor coverings, curtains, etc.) .....	857,000	606,000	569,000	703,000	675,000	100.0	72.7	66.4	58.7	76.8	+34.2
Radio and music stores .....	263,900	214,000	163,000	151,000	169,000	100.0	82.2	61.8	57.2	64.0	+11.9
Restaurants, Cafeteria and Eating Places .....	1,781,000	1,510,000	694,000	718,000	657,000	100.0	84.8	50.2	40.3	36.9	- 8.5
Other Retail Stores .....	5,926,600	4,621,000	3,722,000	3,256,000	3,417,000	100.0	76.9	67.2	61.5	57.0	+ 4.9
Farmers' supply stores .....	2,134,000	1,359,000	1,195,000	1,558,000	1,498,000	100.0	72.1	56.0	63.6	70.2	+10.3
Book stores .....	603,900	415,000	354,000	267,000	273,000	100.0	63.7	55.3	44.2	47.2	+ 2.2
Coal and wood yards .....	889,500	847,000	752,000	692,000	729,000	100.0	70.7	64.5	77.8	83.9	+ 5.3
Ice dealers .....	1,416,000	100,000	104,000	94,000	90,000	100.0	69.9	77.6	67.9	69.3	+ 1.3
Drug stores .....	5,243,600	4,004,000	3,001,000	3,650,000	3,745,000	100.0	84.5	76.8	69.6	71.5	+ 2.7
Florists .....	5,538	4,444,000	264,000	225,000	245,000	100.0	68.8	52.4	45.9	46.5	+ 1.4
Jewellery stores .....	1,367,200	631,000	742,000	755,000	861,000	100.0	68.1	76.3	55.3	65.0	+13.9
Office, school and store supplies and equipment dealers .....	1,689,100	476,000	343,000	418,000	476,000	100.0	64.3	45.7	38.4	43.7	+13.9
Tobacco stores and stands .....	1,919,000	1,666,000	732,000	123,000	742,000	100.0	76.8	57.2	65.0	67.5	+ 0.8
Government liquor stores .....	2,477,900	2,371,000	2,250,000	2,640,000	3,225,000	100.0	76.3	62.6	57.7	58.3	+09.9
Unclassified kinds of business .....	3,546,600	2,599,000	1,760,000	1,431,000	1,905,000	100.0	57.8	55.7	52.5	59.5	+13.5

Note: If a number of cases figures for the year 1930 to 1932 have been revised.



63-D-28

DEPARTMENT OF TRADE AND COMMERCE  
IN ECONOMICS

CANADA

DOMINION BUREAU OF STATISTICS

CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

RETAIL MERCHANDISE TRADE

IN THE

PRAIRIE PROVINCES

1935

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Published by Authority of the Hon. W.D. Euler, M.P.,  
Minister of Trade and Commerce.

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OTTAWA

1936





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Minister of Trade and Commerce.

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DOMINION BUREAU OF STATISTICS - CANADA

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Internal Trade Branch  
Chief: H. Marshall, B.A., F.S.S.

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CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS.

Retail Merchandise Trade in the Prairie Provinces, 1935

Retail sales in the Prairie Provinces for 1935 totalled almost \$385,000,000, an increase of 6 per cent over 1934 and 16 per cent higher than the amount recorded for 1933, according to the results of the annual Census of Merchandising and Service Establishments. The index of sales for 1935 stands at 69.4 on the base 1930 equals 100, indicating that the value of retail trade was still 30 per cent below the level of the base year. Relative improvement over 1934 was about equal for each of the three Prairie Provinces, varying little from the average increase of 6 per cent recorded for the economic division as a whole. Manitoba and Alberta have also about the same standing relative to 1930, sales in both provinces being approximately 27 per cent below the level of that year, as reflected in the index numbers of 72.7 for the former province and 72.6 for the latter. The index for Saskatchewan for 1935 stands at 63.0, the lower figure being due, of course, to the much greater decline in trade in this province during the interval 1930 to 1933.

Consistent with the results for other sections, the greatest improvement in 1935 over 1934 in the Prairie Provinces was reported by automotive establishments, house furnishing dealers and by dealers in hardware or other building supplies. Much smaller gains were recorded by food stores, country general stores and the general merchandise group of stores, kinds of business which experienced a smaller reduction in business during the depression years. Aggregate sales of the automotive group of establishments for the Prairie Provinces as a whole, and including the business of motor vehicle dealers, garages, service stations, etc., showed an increase of 18 per cent; the furniture and household group was up by 13 per cent, while the building materials group was up by 8 per cent. Grocery and combination store sales increased by 4 per cent; country general store sales were up by 3 per cent, and department store sales increased by 3 per cent.

Chain Store Sales.--The ratio of chain store business to total business has remained practically constant throughout the period 1930 to 1935, indicating that the trend in chain store business has closely followed that for the total retail trade as a whole. There were 145 chain companies in the Prairie Provinces in 1935 and these operated 1,979 stores with \$58,637,000 sales, this amount forming 15.2 per cent of the total trade. In the preceding year, there were 146 chain companies with 2,029 units and \$56,105,500 sales and the chain ratio was 15.5 per cent. In 1930, there were 171 chain companies and these accounted for 14.6 per cent of the total retail business in that year.

In the grocery and combination store field, 14 chain companies operated a total of 344 stores with \$14,292,000 sales or 35.9 per cent of the total business of all such stores. The corresponding ratios were 35.1 for 1934, 34.9 for 1933, and 32.2 for 1930.

Lumber and building material dealers operating four or more yards, while differing materially from regular chains in many respects, are classified as such for this census. There were 34 different chains of this type in the Prairie Provinces in 1935. These operated a total of 804 yards and had \$9,629,400 sales, this amount forming 61.5 per cent of the total business of all lumber and building material dealers.

Scope of Census.---This report is based upon returns received from all chain store companies and from a representative number of independent stores operating in the various lines of business for which data are shown in the attached tables. The reports which have been secured have been used in determining the most probable value of sales for those units which do not report to the annual census so that the sales figures given here relate to the total retail trade and not to the business transacted by the reporting



firms only. Since reports are not received from all stores for this annual census, it is not possible to state the total number of trading establishments operating during years subsequent to 1930. In all, including both chain and independent stores, returns were received covering approximately 6,000 establishments in the Prairie Provinces and it is estimated that these transacted 70 per cent of the total retail trade.

It should be clearly understood that all retail sales figures given in this report relate to stores grouped according to kind of business and not to commodity sales. Grocery stores sell a number of lines of goods in addition to strictly grocery items. Drug stores are not restricted to the sale of drugs and medicines. On the other hand, groceries are sold in many kinds of stores in addition to those units classified as grocery stores. Country general stores and department stores are especially active in some districts in the sale of these commodities.

Table 1 presents a summary of retail trade for the Prairie Provinces as a whole and shows, first, the number of stores and value of sales for 1930; second, total estimated sales for each of the years 1933 to 1935, and, third, indexes of sales from 1930 to 1935 and the percentage change between the last two years of the period under review. Table 2 presents a comparison of chain sales and total sales, first, for the total retail trade as a whole and, then, for a number of kinds of business in which chains are of considerable importance. Table 3 presents a comparison of sales by commodity groups for department stores for 1934 and 1935. More detailed tables then follow giving value of sales by kinds of business for each of the three provinces.

#### Manitoba

Retail sales in Manitoba in 1935 totalled \$137,533,000, an increase of 6 per cent over 1934 and 13 per cent in excess of the amount recorded for 1933. The index of sales for this province on the base 1930 equals 100 stands at 72.7.

Motor vehicle dealers reported the greatest improvement over the preceding year with a gain of 24 per cent; office, school and store supplies and equipment dealers came next with an increase of 18 per cent; radio and music stores were up 16 per cent, and household appliance stores, 15 per cent. Much smaller gains were recorded by dealers handling chiefly necessities and stable lines. Grocery and combination store sales were up by 3 per cent, while country general store sales showed an increase of only one per cent.

Chain stores transacted 11.8 per cent of the total retail trade of the province in 1935 as compared with 11.6 per cent in 1934 and 11.2 per cent in 1933. For grocery and combination stores the ratio of chain store sales to total sales was 33.4 per cent in 1935, 34.9 per cent in 1934 and 34.2 per cent in 1933.

#### Saskatchewan

Retail sales in Saskatchewan for 1935 totalled \$119,137,000, an increase of approximately 7 per cent over the \$111,637,000 recorded for 1934 and 16 per cent in excess of the 1933 figure. The index of sales for this province for 1935 on the base 1930 equals 100 stands at 63.0.

Motor vehicle dealers increased their business over 1934 by 34 per cent. Other lines of business reporting substantial increases were: office, school and store supplies and equipment dealers, 22 per cent; household appliance stores, 21 per cent, and furniture stores, 16 per cent. Grocery and combination store sales were up by 3 per cent, while country general stores increased their business by 4 per cent. Government liquor store sales showed a decline of 17 per cent, the large decrease in this case arising from the opening during the year of beverage rooms and the consequent diversion of trade from the liquor stores.

Chain store sales were \$22,788,800 in 1935, this amount forming 19.2 per cent of the total retail trade. In 1934, the corresponding ratio was 19.8 per cent and in 1933, 20.1 per cent. Chains in the grocery and combination store field did 41.0 per cent of the business of all such stores in 1935, 37.9 per cent in 1934 and 38.1 per cent in 1933.

#### Alberta

Retail sales in Alberta in 1935 totalled \$128,202,000, an increase of 6.5 per cent over 1934 and 18 per cent in excess of the 1933 figure. The index of sales for this province for 1935 stands at 72.6 (1930 = 100).





Motor vehicle dealers increased their sales by 18.4 per cent, this percentage being based upon the total business of the firms in question, including sales of new and used vehicles, sales of accessories, gas and oil, and receipts from repairs. Government liquor store sales were up by 16 per cent; office, school and store supplies and equipment dealers were up by 15 per cent; household appliance stores, 15 per cent, and radio and music stores, 13 per cent. Grocery and combination store sales showed an improvement of 6 per cent while country general stores were up by 3 per cent.

Chain sales in Alberta in 1935 totalled \$19,656,400 or 15.3 per cent of the total retail trade of the province. In 1934, the corresponding ratio was 16.0 per cent and in 1933 it was 15.9 per cent. Chains operating in the grocery and combination store field transacted 34.5 per cent of the business of all stores classified as grocery or combination stores. In 1934, the corresponding ratio was 33.1 per cent - unchanged from the preceding year.



Table 1.--Total Net Sales and Sales Indexes, by Kinds of Business

Kind of Business	Stores and Sales, 1930		Total Net Sales, Estimated (2)				Indexes of Retail Sales (1930 = 100)					% of Change, 1934-1935	
	Number (1) of Stores	Total Net Sales \$	1933		1934		1930	1931	1932	1933	1934		
			\$		\$								
Total, All Stores .....	26,292	554,962,100	332,706,000		361,897,000		100.0	76.2	64.6	60.0	65.2	69.4	+ 6.3
Food Group .....	6,448	82,426,200	53,985,000		56,031,000		100.0	82.3	70.9	65.5	68.0	70.9	+ 4.3
Country General Stores .....	3,693	82,009,600	51,824,000		56,863,000		100.0	76.0	66.6	63.2	69.3	71.4	+ 3.0
General Merchandise Group .....	251	107,644,900	76,409,000		79,299,000		100.0	84.5	73.4	71.0	73.7	76.3	+ 3.5
Automotive Group .....	3,255	78,774,300	37,835,000		41,183,000		100.0	66.3	51.2	48.0	61.2	72.0	+ 17.7
Apparel Group .....	1,294	30,916,800	19,707,000		21,225,000		100.0	82.2	69.6	63.7	68.7	71.5	+ 4.1
Building Materials Group .....	2,455	50,359,600	25,773,000		28,905,000		100.0	70.1	58.2	51.1	57.2	61.9	+ 8.2
Furniture and Household Group .....	399	13,181,700	7,054,000		7,656,000		100.0	81.0	62.0	53.5	58.1	65.4	+ 12.6
Restaurants, Cafeterias and Eating Places ..	1,327	17,101,600	8,697,000		9,002,000		100.0	76.8	59.2	50.9	52.6	55.2	+ 5.0
Other Retail Stores .....	7,170	92,547,400	51,464,000		54,833,000		100.0	70.5	61.5	55.6	59.2	62.4	+ 5.3
Grocery and combination stores .....	3,114	52,803,600	37,133,000		38,299,000		100.0	85.9	76.4	70.3	72.5	75.3	+ 3.9
Meat markets (including sea foods) .....	1,283	14,581,500	7,426,000		8,229,000		100.0	73.1	55.0	50.9	56.4	59.5	+ 5.4
Department stores .....	24	96,588,600	67,936,000		70,132,000		100.0	84.2	73.0	70.3	72.6	75.0	+ 3.3
Variety stores .....	39	5,270,900	4,430,000		4,708,000		100.0	95.9	86.2	84.0	89.3	92.8	+ 3.9
Motor vehicle dealers .....	912	54,632,900	23,830,000		33,241,000		100.0	61.5	45.2	43.6	60.8	75.5	+ 24.0
Filling stations .....	1,066	12,371,200	7,691,000		7,952,000		100.0	61.4	68.9	62.2	64.3	66.7	+ 3.8
Men's and boys' clothing and furnishing stores (includes custom tailors) .....	616	9,902,600	6,051,000		6,635,000		100.0	76.6	64.9	61.1	67.0	73.1	+ 9.0
Women's apparel and accessories stores ..	398	9,937,500	6,286,000		6,823,000		100.0	86.5	69.4	63.3	68.7	68.0	+ 1.0
Shoe stores .....	153	3,626,500	2,436,000		2,609,000		100.0	87.7	75.7	67.2	71.9	74.5	+ 3.5
Hardware stores .....	1,044	20,401,400	11,772,000		13,252,000		100.0	73.3	63.5	57.7	65.0	67.7	+ 4.3
Lumber and building material dealers .....	1,272	27,241,000	12,623,000		14,051,000		100.0	66.6	54.1	46.3	51.6	57.5	+ 11.5
Furniture stores .....	125	4,314,000	2,869,000		3,029,000		100.0	83.9	68.2	66.5	70.2	78.5	+ 11.8
Radio and music stores .....	142	5,356,600	2,346,000		2,415,000		100.0	85.1	58.1	43.8	45.1	50.5	+ 12.0
Coal and wood yards .....	387	11,749,200	8,136,000		7,607,000		100.0	84.5	78.1	69.2	64.7	69.8	+ 7.8
Drug stores .....	883	14,525,600	9,818,000		10,154,000		100.0	84.9	75.2	67.6	69.9	73.1	+ 4.5

(1) The numbers of stores are shown only for 1930. Since total sales figures for later years are calculated from returns secured from a sample of the firms operating, the total numbers of establishments for these years are not known.

(2) In a few instances, figures for 1933 and 1934 have been revised.





PRAIRIE PROVINCES - RETAIL MERCHANDISE TRADE, 1935

Table 2.--Number of Chains, Chain Stores, Total Chain Store Sales and Percentage of Chain Store Sales to Total Sales, by Years

	1930	1932	1933	1934	1935
<b>ALL STORES, TOTAL -</b>					
Chains .....	171	150	149	146	145
Stores (maximum) ...	2,350	2,104	2,057	2,029	1,979
Chain sales .....	\$ 81,080,600	54,484,000	51,644,400	56,105,500	58,637,000
Total sales .....	\$554,962,100	358,376,000	332,706,000	361,897,000	384,872,000
%, chains to total ..	14.6	15.2	15.5	15.5	15.2
<b>Grocery and Combination Stores -</b>					
Chains .....	16	16	15	12	14
Stores (maximum) ...	364	358	344	341	344
Chain sales .....	\$ 17,015,000	14,630,800	12,973,900	13,435,500	14,292,000
Total sales .....	\$ 52,803,600	40,362,000	37,133,000	38,299,000	39,787,000
%, chains to total ..	32.2	36.2	34.9	35.1	35.9
<b>Variety, 5-and-10, and to-a-dollar Stores -</b>					
Chains .....	4	3	4	4	4
Stores (maximum) ...	29	29	30	31	32
Chain sales .....	\$ 4,857,500	4,227,400	4,128,500	4,383,400	4,551,700
Total sales .....	\$ 5,270,900	4,543,000	4,430,000	4,708,000	4,891,000
%, chains to total ..	92.2	93.1	93.2	93.1	93.1
<b>Gasoline Filling Stations -</b>					
Chains .....	4	5	9	7	8
Stations (maximum) ..	66	72	93	100	75
Chain sales .....	\$ 984,100	952,600	1,046,500	1,020,900	580,000
Total sales .....	\$ 12,371,200	8,528,000	7,691,000	7,952,000	8,256,000
%, chains to total ..	8.0	11.2	13.6	12.8	7.0
<b>Men's and Boys' Clothing and Furnishings (includes custom tailors) -</b>					
Chains .....	4	2	3	4	4
Stores (maximum) ...	16	11	13	15	16
Chain sales .....	\$ 765,000	(X)	475,000	538,800	597,900
Total sales .....	\$ 9,902,600	6,425,000	6,051,000	6,635,000	7,235,000
%, chains to total ..	7.7	(X)	7.8	8.1	8.3
<b>Women's Apparel and Accessories Stores -</b>					
Chains .....	8	3	3	3	4
Stores (maximum) ...	36	20	20	20	24
Chain sales .....	\$ 2,262,400	1,156,200	993,400	976,400	1,066,200
Total sales .....	\$ 9,937,500	6,894,000	6,286,000	6,823,000	6,754,000
%, chains to total ..	22.8	16.8	15.8	14.3	15.8
<b>Restaurants, Cafeterias and Eating Places -</b>					
Chains .....	7	5	6	6	7
Stores (maximum) ...	35	32	32	32	38
Chain sales .....	\$ 1,127,800	708,300	605,200	575,700	1,142,000
Total sales .....	\$ 17,101,600	10,126,000	8,697,000	9,002,000	9,448,000
%, chains to total ..	6.6	7.0	7.0	6.4	12.1
<b>Drug Stores -</b>					
Chains .....	7	6	6	6	6
Stores (maximum) ...	37	35	36	37	37
Chain sales .....	\$ 1,778,600	1,242,900	1,183,800	1,263,700	1,350,900
Total sales .....	\$ 14,525,600	10,917,000	9,818,000	10,154,000	10,616,000
%, chains to total ..	12.2	11.4	12.1	12.4	12.7
<b>Lumber and Building Material Dealers -</b>					
Chains .....	41	40	38	39	34
Yards (maximum) ...	1,009	900	860	855	804
Chain sales .....	\$ 16,829,300	9,151,700	8,101,200	9,241,200	9,629,400
Total sales .....	\$ 27,241,000	14,740,000	12,623,000	14,051,000	15,668,000
%, chains to total ..	61.8	62.1	64.2	65.8	61.5

An (X) indicates that figures are withheld to avoid disclosing individual operations, but these are included in the totals.



PRAIRIE PROVINCES - RETAIL MERCHANDISE TRADE, 1935

Table 3.--Sales by Commodity Groups for Department Stores, 1934 and 1935

Department	Sales in 1934 \$	Sales in 1935 \$	% of Change
Total Sales, All Departments .....	70,132,000	72,436,000	+ 3.3
Apparel and accessories, women's, misses' and children's (including furs, fur goods, infants' wear, hosiery, gloves, lingerie, etc.) .....	14,267,000	14,932,000	+ 4.7
Automotive supplies (including tires, batteries, automo- tive parts) .....	436,000	441,000	+ 1.1
Cafeterias and restaurants (including fountain and lunch rooms) .....	959,000	1,011,000	+ 5.4
Clothing and furnishings, men's and boys' (including hats and caps) .....	9,171,000	9,649,000	+ 5.2
Drugs and toilet articles and preparations (including cameras and photographic supplies) .....	2,898,000	2,753,000	- 5.0
Dry goods and notions, including piece goods - silks, woollens, cottons, linens (other than bed or table linens) - ribbons, laces, embroideries, buttons, thread, patterns, yarns .....	8,184,000	8,447,000	+ 3.2
Farm and garden equipment and supplies (including farm machinery, harness, seeds, etc.) .....	1,148,000	1,120,000	- 2.4
Food and kindred products (groceries, meats, provisions, candies, fruit and vegetables) .....	11,280,000	11,001,000	- 2.5
Furniture (including mattresses, springs) .....	2,486,000	2,583,000	+ 3.9
Hardware and kitchen utensils (including paints, wall- paper) .....	2,140,000	2,283,000	+ 6.7
Home furnishings - draperies, curtains, bedding (includ- ing bed linen, blankets), table linen, china, glass- ware, pictures, window shades, floor coverings .....	3,231,000	3,540,000	+ 9.6
Household appliances and electrical supplies (washing machines, sewing machines, electric irons, vacuum cleaners, refrigerators, stoves, electrical fixtures, lamps) .....	904,000	1,137,000	+ 25.8
Jewellery and optical goods (including clocks, watches, silverware, plated ware) .....	1,261,000	1,335,000	+ 5.9
Leather goods and travelling goods (including purses and hand-bags) .....	748,000	781,000	+ 4.4
Millinery .....	836,000	824,000	- 1.4
Radios, musical instruments, and supplies .....	985,000	1,158,000	+ 17.6
Shoes and other footwear (men's, women's and children's)	5,755,000	5,808,000	+ 0.9
Sporting goods (including bicycles, toys, games) .....	857,000	927,000	+ 8.2
Stationery, books and magazines .....	1,023,000	1,084,000	+ 6.0
Receipts from repair or service departments, not includ- ed elsewhere (such as hairdressing, electrical con- tracting, fur storage, interior decorating) .....	521,000	525,000	+ 0.8
Miscellaneous merchandise .....	1,042,000	1,097,000	+ 5.3





PRAIRIE PROVINCES - RETAIL MERCHANDISE TRADE, 1935

Table 4.--MANITOBA - Total Net Sales and Sales Indexes, by Kinds of Business

Kind of Business	Stores and Sales, 1930		Total Net Sales, Estimated (2)				Indexes of Retail Sales (1930 = 100)					% of Change, 1934-1935
	Number (1) of Stores	Total Net Sales \$	1933		1934		1930	1931	1932	1933	1934	
			\$	\$	\$	\$						
Total, All Stores .....	6,859	189,243,900	121,224,000	129,847,000	137,533,000	100.0	81.4	69.2	64.1	68.6	72.7	+ 5.9
Food Group .....	2,249	27,410,900	19,048,000	19,560,000	20,315,000	100.0	85.4	76.4	69.5	71.4	74.1	+ 3.9
Bakery product stores (manufacturing bakeries not included) .....	40	322,800	206,000	222,000	233,000	100.0	80.2	68.8	63.8	68.8	72.2	+ 4.8
Candy and confectionery stores .....	353	3,480,100	2,342,000	2,274,000	2,406,000	100.0	85.0	72.6	67.3	65.3	69.1	+ 5.8
Dairy product dealers (other than manufac- turing dairies) .....	182	772,700	549,000	553,000	586,000	100.0	94.0	76.5	71.0	71.6	75.8	+ 5.9
Fruit and vegetable stores .....	48	393,400	320,000	340,000	370,000	100.0	96.8	89.2	81.3	86.4	94.1	+ 8.8
Grocery and combination stores .....	1,327	18,915,700	13,733,000	14,043,000	14,404,000	100.0	87.0	80.0	72.6	74.2	76.1	+ 2.6
Meat markets (including sea foods) .....	275	3,309,500	1,747,000	1,973,000	2,151,000	100.0	73.5	58.9	52.8	59.6	65.0	+ 9.0
Other food stores .....	24	216,700	151,000	155,000	165,000	100.0	85.4	76.6	69.7	71.5	76.1	+ 6.5
Country General Stores .....	852	15,542,700	9,963,000	10,840,000	10,993,000	100.0	78.1	66.6	64.1	69.7	70.7	+ 1.4
General Merchandise Group .....	87	64,344,000	45,674,000	47,009,000	49,134,000	100.0	84.8	73.7	71.0	73.1	76.4	+ 4.5
Automotive Group .....	758	20,605,500	10,863,000	14,383,000	16,920,000	100.0	69.4	55.7	52.7	69.8	82.1	+ 17.6
Motor vehicle dealers .....	163	13,587,300	6,200,000	9,350,000	11,594,000	100.0	63.2	47.7	45.6	68.8	85.3	+ 24.0
Accessories, tires and batteries .....	16	261,600	180,000	206,000	191,000	100.0	79.1	87.5	68.8	78.7	73.0	- 7.2
Filling stations .....	288	3,871,500	2,745,000	2,903,000	3,104,000	100.0	86.7	73.1	70.9	74.9	80.2	+ 7.0
Garages .....	273	2,683,500	1,632,000	1,785,000	1,880,000	100.0	74.9	67.6	60.8	66.5	70.1	+ 5.3
Other automotive establishments (including motorcycles, bicycles and supplies) .....	18	201,600	106,000	141,000	151,000	100.0	69.4	55.6	52.6	69.9	74.9	+ 7.1
Apparel Group .....	432	9,597,200	6,376,000	7,001,000	7,215,000	100.0	85.2	71.1	66.4	72.9	75.2	+ 3.1
Men's and boys' clothing and furnishings (includes custom tailors) .....	201	2,750,000	1,628,000	1,796,000	1,910,000	100.0	75.4	64.1	59.2	65.3	69.5	+ 6.3
Family clothing stores .....	38	1,794,600	1,335,000	1,405,000	1,509,000	100.0	89.4	77.5	74.4	78.3	84.1	+ 7.4
Women's apparel and accessories stores .....	152	3,713,800	2,507,000	2,844,000	2,820,000	100.0	90.2	72.1	67.5	76.6	75.9	- 0.8
Shoe stores .....	41	1,338,800	906,000	956,000	976,000	100.0	85.9	74.1	67.7	71.4	72.9	+ 2.1

(1) and (2): See footnotes on page 8.



PRAIRIE PROVINCES - RETAIL MERCHANDISE TRADE, 1935

Table 4.--MANITOBA - Total Net Sales and Sales Indexes, by Kinds of Business (Cont'd.) -

Kind of Business	Stores and Sales, 1930		Total Net Sales, Estimated (2)			Indexes of Retail Sales (1930 = 100)						% of Change, 1934-1935
	Number (1) of Stores	Total Net Sales \$	1933 \$	1934 \$	1935 \$	1930	1931	1932	1933	1934	1935	
Building Materials Group .....	417	12,173,400	6,306,000	7,130,000	7,693,000	100.0	79.4	57.9	51.8	58.6	63.2	+ 7.9
Hardware stores .....	186	4,070,500	2,520,000	2,943,000	2,952,000	100.0	79.8	67.4	61.9	72.3	72.5	+ 0.3
Lumber and building material dealers .....	176	6,430,200	2,951,000	3,246,000	3,677,000	100.0	78.8	51.8	45.9	50.5	57.2	+ 13.3
Other building materials (including roofing materials) .....	7	1,157,800	600,000	679,000	753,000	100.0	79.4	57.9	51.8	58.6	65.0	+ 10.9
Electrical shops (without radio) .....												
Heating and plumbing shops .....	48	514,900	235,000	262,000	311,000	100.0	82.9	58.7	45.6	50.9	60.4	+ 18.5
Paint and glass stores .....												
Furniture and Household Group .....	101	3,740,800	2,043,000	2,247,000	2,564,000	100.0	84.5	68.8	54.6	63.3	68.5	+ 14.1
Furniture stores .....	32	674,300	402,000	435,000	489,000	100.0	70.1	60.2	59.6	64.5	72.5	+ 12.4
Household appliance stores .....	15	1,100,800	(3)	589,000	677,000	100.0	72.9	57.2	(3)	53.5	61.5	+ 15.0
Other home furnishings (including floor coverings, curtains, etc.) .....	14	183,400	100,000	121,000	120,000	100.0	84.5	68.7	54.5	66.0	65.4	- 0.9
Radio and music stores .....	40	1,782,300	982,000	1,102,000	1,278,000	100.0	97.1	79.2	55.1	61.8	71.7	+ 16.0
Restaurants, Cafeterias and Eating Places .....	338	5,553,300	2,682,000	2,688,000	2,747,000	100.0	78.0	60.3	48.3	48.4	49.5	+ 2.2
Other Retail Stores .....	1,625	39,276,100	18,269,000	18,989,000	19,952,000	100.0	80.0	69.6	60.3	62.7	65.9	+ 5.1
Farmers' supply stores .....	232	2,753,700	1,597,000	1,862,000	1,849,000	100.0	71.0	63.1	58.0	67.6	67.1	- 0.7
Book stores .....	18	801,400	354,000	375,000	375,000	100.0	68.8	55.3	44.2	45.3	46.8	+ 3.4
Coal and wood yards .....	159	7,181,300	4,862,000	4,526,000	4,866,000	100.0	83.4	75.7	67.7	63.0	67.8	+ 7.5
Drug stores .....	220	4,294,000	3,070,000	3,112,000	3,305,000	100.0	91.6	81.0	71.5	72.5	77.0	+ 6.2
Florists .....	28	688,700	378,000	382,000	433,000	100.0	85.7	65.3	54.9	55.5	62.9	+ 13.4
Jewellery stores .....	59	1,600,000	856,000	1,146,000	1,254,000	100.0	78.7	57.9	53.5	71.6	78.4	+ 9.4
Office, school and store supplies and equipment dealers .....	39	1,658,500	700,000	778,000	916,000	100.0	63.6	52.0	42.2	46.9	55.2	+ 17.7
Tobacco stores and stands .....	73	981,100	751,000	791,000	794,000	100.0	96.0	88.0	76.5	80.6	80.9	+ 0.4
Government liquor stores .....	15	3,927,500	2,214,000	2,269,000	2,329,000	100.0	92.3	75.6	56.4	57.8	59.3	+ 2.6
Unclassified kinds of business .....	782	6,389,900	3,487,000	3,760,000	3,831,000	100.0	67.5	61.2	54.6	58.8	60.0	+ 1.9

(1) The numbers of stores are shown only for 1930. Since figures for later years are based on returns secured from a sample number of firms, the total numbers of establishments for these years are not known.

(2) In some instances, figures for 1933 and 1934 have been revised.

(3) Figures for this classification for 1933 are not considered sufficiently complete to warrant publishing. They are included, however, in the totals.





**PRAIRIE PROVINCES - RETAIL MERCHANDISE TRADE, 1935**

**Table 5.--SASKATCHEWAN - Total Net Sales and Sales Indexes, by Kinds of Business**

Kind of Business	Stores and Sales, 1930		Total Net Sales, Estimated (2)					Indexes of Retail Sales (1930 = 100)					% of Change, 1934-1935
	Number (1) of Stores	Total Net Sales	1933	1934	1935		1930	1931	1932	1933	1934	1935	
Total, All Stores .....	10,841	189,181,100	103,051,000	111,637,000	119,137,000		100.0	70.8	59.2	54.5	59.0	63.0	+ 6.7
Food Group .....	2,046	25,877,700	15,464,000	15,712,000	16,298,000		100.0	79.6	65.0	59.8	60.7	63.0	+ 3.7
Bakery product stores (manufacturing bakeries not included) .....	47	382,500	210,000	231,000	275,000		100.0	79.2	64.6	54.9	60.4	71.9	+ 19.0
Candy and confectionery stores .....	386	2,810,800	1,459,000	1,405,000	1,446,000		100.0	63.0	54.1	51.9	50.0	51.4	+ 2.9
Dairy product dealers (other than manufac- turing dairies) .....	194	506,200	359,000	362,000	425,000		100.0	94.0	76.5	70.9	71.5	84.0	+ 17.4
Fruit and vegetable stores .....	31	354,900	248,000	264,000	258,000		100.0	89.6	75.8	69.9	74.4	72.7	- 2.3
Grocery and combination stores .....	889	16,944,300	10,726,000	10,779,000	11,107,000		100.0	83.1	69.5	63.3	63.6	65.6	+ 3.0
Meat markets (including sea foods) .....	483	4,746,200	2,383,000	2,590,000	2,701,000		100.0	74.9	53.4	50.2	54.6	56.9	+ 4.3
Other food stores .....	16	132,800	79,000	81,000	86,000		100.0	79.8	64.8	59.5	61.0	64.8	+ 6.2
Country General Stores .....	1,641	37,710,000	23,083,000	25,438,000	26,430,000		100.0	75.0	64.5	61.2	67.5	70.1	+ 3.9
General Merchandise Group .....	71	20,102,400	13,968,000	14,770,000	14,723,000		100.0	82.2	71.0	69.5	73.5	73.2	- 0.3
Automotive Group .....	1,382	25,048,700	11,219,000	13,654,000	16,786,000		100.0	60.9	45.7	41.5	50.5	62.1	+ 22.9
Motor vehicle dealers .....	421	18,666,000	6,776,000	8,836,000	11,814,000		100.0	55.8	38.9	36.3	47.3	63.3	+ 33.7
Accessories, tires and batteries .....	35	445,000	228,000	223,000	198,000		100.0	71.7	58.7	51.2	50.1	44.5	- 11.2
Filling stations .....	391	4,004,200	2,375,000	2,534,000	2,622,000		100.0	79.3	68.3	59.3	63.3	65.5	+ 3.5
Garages .....	534	3,909,600	1,830,000	2,049,000	2,139,000		100.0	65.2	53.4	46.8	52.4	54.7	+ 4.4
Apparel Group .....	373	10,231,900	5,990,000	6,416,000	6,957,000		100.0	78.8	67.2	58.5	62.7	68.0	+ 8.4
Men's and boys' clothing and furnishings (includes custom tailors) .....	182	3,073,600	1,898,000	2,134,000	2,404,000		100.0	77.1	66.3	61.8	69.4	78.2	+ 12.7
Family clothing stores .....	38	3,959,800	2,356,000	2,490,000	2,672,000		100.0	76.6	69.4	59.5	62.9	67.5	+ 7.3
Women's apparel and accessories stores ....	110	2,294,500	1,241,000	1,219,000	1,270,000		100.0	85.3	66.3	54.1	53.1	55.3	+ 4.2
Shoe stores .....	43	904,000	495,000	573,000	611,000		100.0	77.7	63.2	54.8	63.4	67.6	+ 6.7

(1) and (2): See footnotes on page 10.



PRAIRIE PROVINCES - RETAIL MERCHANDISE TRADE, 1935

Table 5.--SASKATCHEWAN - Total Net Sales and Sales Indexes, by Kinds of Business (Cont'd.) -

Kind of Business	Stores and Sales, 1930		Total Net Sales, Estimated (2)			Indexes of Retail Sales					% of Change, 1934-1935	
	Number (1) of Stores	Total Net Sales \$	1933 \$	1934 \$	1935 \$	(1930 = 100)						
						1930	1931	1932	1933	1934		1935
Building Materials Group .....	1,276	22,612,200	10,784,000	11,733,000	13,037,000	100.0	64.0	55.6	47.7	51.9	57.7	+ 11.1
Hardware stores .....	526	8,829,000	4,821,000	5,247,000	5,793,000	100.0	70.7	60.9	54.6	59.4	65.6	+ 10.4
Lumber and building material dealers .....	717	13,473,100	5,820,000	6,328,000	7,066,000	100.0	59.2	52.0	43.2	47.0	52.4	+ 11.7
Other building materials (including roofing materials) .....	3	57,900	28,000	30,000	33,000	100.0	63.9	55.3	48.4	51.8	57.0	+ 11.0
Electrical shops (without radio) .....												
Heating and plumbing shops .....	30	252,200	115,000	128,000	145,000	100.0	82.9	58.7	45.6	50.8	57.5	+ 13.3
Paint and glass stores .....												
Furniture and Household Group .....	142	4,087,300	1,950,000	2,105,000	2,386,000	100.0	75.8	56.1	47.7	51.5	58.4	+ 13.3
Furniture stores .....	42	1,188,100	778,000	781,000	906,000	100.0	89.8	72.5	65.5	65.7	76.3	+ 16.0
Household appliance stores .....	47	1,009,600	480,000	621,000	749,000	100.0	63.5	57.0	47.5	61.5	74.2	+ 20.6
Other home furnishings (including floor coverings, curtains, etc.) .....	11	96,400	46,000	47,000	47,000	100.0	75.7	53.9	47.7	48.8	48.8	---
Radio and music stores .....	42	1,793,200	646,000	656,000	684,000	100.0	73.4	44.9	36.0	36.6	38.1	+ 4.2
Restaurants, Cafeterias and Eating Places .....	506	5,551,900	2,759,000	2,897,000	3,065,000	100.0	75.5	55.2	49.7	52.2	55.2	+ 5.8
Other Retail Stores .....	3,404	35,959,000	17,834,000	18,912,000	19,455,000	100.0	62.1	54.0	49.6	52.6	54.1	+ 2.9
Farmers' supply stores .....	903	4,281,900	1,875,000	2,035,000	2,206,000	100.0	56.4	51.1	43.8	47.5	51.5	+ 8.4
Book stores .....	10	423,300	187,000	192,000	208,000	100.0	68.7	55.3	44.2	45.4	49.1	+ 8.3
Coal and wood yards .....	147	3,678,300	2,582,000	2,352,000	2,528,000	100.0	85.1	81.2	70.2	63.9	68.7	+ 7.5
Drug stores .....	374	4,988,000	3,098,000	3,293,000	3,415,000	100.0	79.6	68.8	62.1	66.0	68.5	+ 3.7
Florists .....	15	297,000	163,000	165,000	184,000	100.0	85.5	65.3	54.9	55.6	62.0	+ 11.5
Jewellery stores .....	108	1,103,300	541,000	584,000	662,000	100.0	63.5	49.0	49.0	52.9	60.0	+ 13.4
Office, school and store supplies and equipment dealers .....	30	956,400	421,000	467,000	568,000	100.0	65.8	63.3	44.0	48.8	59.4	+ 21.6
Tobacco stores and stands .....	89	945,900	587,000	590,000	612,000	100.0	81.9	74.2	62.1	62.4	64.7	+ 3.8
Government liquor stores .....	224	9,226,800	4,824,000	5,204,000	4,325,000	100.0	62.6	51.9	52.3	56.4	46.9	+ 16.9
Unclassified kinds of business .....	1,504	10,058,100	3,556,000	4,030,000	4,747,000	100.0	43.8	37.2	35.4	40.1	47.2	+ 17.8

- (1) The numbers of stores are shown only for 1930. Since figures for later years are based on returns secured from a sample number of firms, the total numbers of establishments for these years are not known.
- (2) In some instances, figures for 1933 and 1934 have been revised.





**PRAIRIE PROVINCES - RETAIL MERCHANDISE TRADE, 1935**

**Table 6.--ALBERTA - Total Net Sales and Sales Indexes, by Kinds of Business**

Kind of Business	Stores and Sales, 1930		Total Net Sales, Estimated (2)				Indexes of Retail Sales (1930 = 100)						% of Change, 1934-1935
	Number (1) of Stores	Total Net Sales \$	1933		1934		1930						
			\$		\$		1930	1931	1932	1933	1934	1935	
Total, All Stores .....	8,592	176,537,100	108,431,000		120,413,000	128,202,000	100.0	76.5	65.3	61.4	68.2	72.6	+ 6.5
Food Group .....	2,153	29,137,600	19,473,000		20,759,000	21,821,000	100.0	81.7	70.9	66.8	71.2	74.9	+ 5.1
Bakery product stores (manufacturing bakeries not included) .....	57	432,200	261,000		276,000	298,000	100.0	77.5	65.7	60.4	63.9	68.9	+ 8.0
Candy and confectionery stores .....	473	3,732,300	2,176,000		2,233,000	2,282,000	100.0	70.7	60.1	58.3	59.8	61.1	+ 2.2
Dairy product dealers (other than manufac- turing dairies) .....	187	684,600	486,000		490,000	509,000	100.0	94.1	76.5	71.0	71.6	74.3	+ 3.9
Fruit and vegetable stores .....	49	286,700	224,000		238,000	234,000	100.0	92.1	83.0	78.1	83.0	81.6	- 1.7
Grocery and combination stores .....	898	16,943,600	12,674,000		13,477,000	14,276,000	100.0	87.5	79.4	74.8	79.5	84.3	+ 5.9
Meat markets (including sea foods) .....	425	6,525,800	3,296,000		3,666,000	3,820,000	100.0	71.5	54.3	50.5	56.2	58.5	+ 4.2
Other food stores .....	64	532,400	356,000		379,000	402,000	100.0	81.7	71.0	66.9	71.2	75.5	+ 6.1
Country General Stores .....	1,200	28,756,900	18,778,000		20,585,000	21,141,000	100.0	76.3	69.3	65.3	71.6	73.5	+ 2.7
General Merchandise Group .....	93	23,198,500	16,767,000		17,520,000	18,249,000	100.0	85.7	74.9	72.3	75.5	78.7	+ 4.2
Automotive Group .....	1,115	31,120,100	15,753,000		20,146,000	22,995,000	100.0	69.0	52.9	50.6	64.7	73.5	+ 14.1
Motor vehicle dealers .....	328	22,379,600	10,854,000		15,055,000	17,825,000	100.0	65.2	48.9	48.5	67.3	79.6	+ 18.4
Accessories, tires and batteries .....	34	633,900	357,000		376,000	399,000	100.0	74.9	61.7	56.3	59.3	62.9	+ 6.1
Filling stations .....	387	4,495,500	2,571,000		2,517,000	2,530,000	100.0	78.8	65.9	57.2	56.0	56.3	+ 0.5
Garages .....	355	3,515,700	1,923,000		2,137,000	2,176,000	100.0	79.5	60.3	54.7	60.8	61.9	+ 1.8
Other automotive establishments (including motorcycles, bicycles and supplies) .....	11	95,400	48,000		61,000	65,000	100.0	69.2	53.5	50.3	63.9	68.1	+ 6.6
Apparel Group .....	489	11,087,700	7,341,000		7,808,000	7,928,000	100.0	82.6	70.5	66.2	70.4	71.5	+ 1.5
Men's and boys' clothing and furnishings (includes custom tailors) .....	233	4,079,000	2,525,000		2,705,000	2,921,000	100.0	76.9	64.3	61.9	66.3	71.6	+ 8.0
Family clothing stores .....	51	1,695,800	1,243,000		1,263,000	1,229,000	100.0	83.0	77.7	73.3	74.5	72.5	- 2.7
Women's apparel and accessories stores .....	136	3,929,200	2,538,000		2,760,000	2,664,000	100.0	83.6	68.6	64.6	70.2	67.8	- 3.5
Shoe stores .....	69	1,383,700	1,035,000		1,080,000	1,114,000	100.0	96.0	85.5	74.8	78.1	80.5	+ 3.1

(1) and (2): See footnotes on page 12.



**PRAIRIE PROVINCES - RETAIL MERCHANDISE TRADE, 1935**

**Table 6.--ALBERTA - Total Net Sales and Sales Indexes, by Kinds of Business (Cont'd.) -**

Kind of Business	Number(1) of Stores	Stores and Sales, 1930		Total Net Sales, Estimated(2)		Indexes of Retail Sales (1930 = 100)					% of Change, 1934-1935
		Total Net Sales	\$	1933	\$	1930	1931	1932	1933	1934	
Building Materials Group .....	762	15,574,000		8,641,000	9,942,000	100.0	71.6	62.1	55.5	63.8	+ 5.1
Hardware stores .....	332	7,501,900		4,431,000	5,062,000	100.0	72.9	64.5	59.1	67.5	+ 0.2
Lumber and building material dealers .....	379	7,337,700		3,822,000	4,477,000	100.0	69.5	60.0	52.5	61.0	+ 10.0
Other building materials (including roofing materials) .....	5	227,100		126,000	145,000	100.0	71.8	62.1	55.5	63.8	+ 11.0
Electrical shops (without radio) .....											
Heating and plumbing shops .....	46	507,300		232,000	258,000	100.0	83.0	58.5	45.7	50.9	+ 13.1
Paint and glass stores .....											
Furniture and Household Group .....	156	5,353,600		3,061,000	3,304,000	100.0	82.4	61.6	57.2	61.7	+ 11.0
Furniture stores .....	51	2,451,600		1,689,000	1,813,000	100.0	84.8	68.3	68.9	74.0	+ 9.8
Household appliance stores .....	26	857,000		503,000	665,000	100.0	70.7	66.4	58.7	77.6	+ 15.2
Other home furnishings (including floor coverings, curtains, etc.) .....	19	263,900		151,000	169,000	100.0	82.2	61.8	57.2	64.0	- 0.6
Radio and music stores .....	60	1,781,100		718,000	657,000	100.0	84.8	50.2	40.3	36.9	+ 13.3
Restaurants, Cafeterias and Eating Places .....	483	5,996,400		3,256,000	3,417,000	100.0	76.9	61.9	54.3	57.0	+ 6.4
Other Retail Stores .....	2,141	26,312,300		15,361,000	16,932,000	100.0	70.9	62.4	58.4	64.4	+ 8.2
Farmers' supply stores .....	404	2,134,800		1,358,000	1,498,000	100.0	72.1	56.0	63.6	70.2	+ 6.5
Book stores .....	13	603,900		267,000	273,000	100.0	68.7	55.3	44.2	45.2	+ 4.4
Coal and wood yards .....	81	889,600		692,000	729,000	100.0	90.7	84.5	77.8	81.9	+ 10.2
Drug stores .....	289	5,243,600		3,650,000	3,749,000	100.0	84.6	76.4	69.6	71.5	+ 3.9
Florists .....	24	506,100		222,000	225,000	100.0	68.6	52.2	43.9	44.5	+ 6.2
Jewellery stores .....	93	1,367,200		756,000	861,000	100.0	68.1	54.3	55.3	63.0	+ 11.1
Office, school and store supplies and equipment dealers .....	38	1,089,100		418,000	476,000	100.0	64.1	49.7	38.4	43.7	+ 14.5
Tobacco stores and stands .....	102	1,119,400		728,000	722,000	100.0	76.8	69.9	65.0	64.5	+ 0.8
Government liquor stores .....	34	4,677,900		2,698,000	3,224,000	100.0	76.3	62.6	57.7	68.9	+ 15.6
Unclassified kinds of business .....	1,063	8,680,700		4,572,000	5,175,000	100.0	58.3	56.1	52.7	59.6	+ 7.3

- (1) The numbers of stores are shown only for 1930. Since figures for later years are based on returns secured from a sample number of firms, the total numbers of establishments for these years are not known.
- (2) In some instances, figures for 1933 and 1934 have been revised.





63-D-28

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CANADA

DOMINION BUREAU OF STATISTICS

CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

RETAIL MERCHANDISE TRADE

IN THE

PRAIRIE PROVINCES

1936

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CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS.

Retail Merchandise Trade in the Prairie Provinces, 1936

Reflecting increased agricultural revenue and consistent with results for other regions, retail trade in the Prairie Provinces continued upward during 1936, resulting in a 7.1 per cent increase over 1935. Retail sales totalled \$415,684,000 in 1936 compared with \$387,968,000 in 1935 and \$554,962,100 in 1930, the first year for which these trade statistics are available. Annual indexes of sales for the Prairie Provinces on the 1930 base are as follows: 74.9 for 1936, 69.9 for 1935, 65.9 for 1934, and 60.2 for 1933. Direct comparison between 1933 and 1936 reveals a 24.4 per cent improvement although sales in the latter year were still 25 per cent below the 1930 level.

Results for individual provinces within the group show that Manitoba sales were up 6.9 per cent compared with 1935, bringing the index of sales for this province on the 1930 base to 78.5. Alberta sales advanced 2.5 per cent over 1935. A more substantial increase of 9.2 per cent in Saskatchewan helped to bring the level of retail trade relative to the 1930 base more in line with that for other regions. The index of sales for Saskatchewan stands at 69.0 for 1936, still considerably lower than corresponding indexes for the other Prairie Provinces.

The increase in the total retail trade of the Prairie Provinces in 1936 was due less than in the preceding two years to the rapid expansion in the automotive trade following the low level to which it had declined in 1932 and 1933, and rather to a more uniform extension of the general recovery to many lines of business. Lumber and building material dealers reported 11.7 per cent more business than in 1935, an increase reflecting heightened activity in the construction industry. Motor vehicle dealers reported an increase of 10.1 per cent in value of annual business, including receipts from all sources - sales of parts, gas and oil, and receipts from repairs and services in addition to the sale of new and used vehicles. New motor vehicle sales alone increased 10.9 per cent in number and 12.3 per cent in value over 1935, another series of reports showing that 18,424 new motor vehicles sold for \$18,376,773 in 1936 compared with 16,907 vehicles for \$16,359,180 in 1935. Radio and music store sales were up 7.2 per cent; department stores gained 5.1 per cent; grocery and combination stores, 4.7 per cent, and country general stores, 4.4 per cent.

Chain Stores.--There were 135 different chain store companies operating a total of 1,915 unit stores or branches in the Prairie Provinces in 1936. Sales of these totalled \$65,853,700 or 15.8 per cent of the total annual sales of all stores including both chains and independents. In 1935 there were 144 chains with 1,973 stores and \$58,075,800 sales, the ratio of chain to total sales in this instance being 15.0 per cent. In this connection it should be pointed out that Government liquor store sales are included in the chain store category. Figures submitted by the Alberta Liquor Control Board for 1936 include sales of beer at wholesale prices to licensees whereas in earlier years liquor store sales only were reported. This factor is largely responsible for the increase in chain store ratio from 15.0 per cent in 1935 to 15.8 per cent in 1936. When the Liquor Control Board figures are excluded from both the chain and total sales for both years, the chain ratio for the Prairie Provinces as a group varied from 12.6 per cent in 1935 to 12.8 per cent in 1936.

Chains in the grocery and combination store field transacted business to the value of \$14,972,100 in the Prairie Provinces during the year under review, the ratio of chain sales to total sales in this field being 35.9 per cent, unchanged from the preceding year. Thirty-four lumber and building material dealers, each with four or more yards and included in the chain store group, had sales valued at \$10,903,900 or 62.3 per cent of the total business of all retail lumber and building material dealers in the three provinces. Chains also transacted 12.2 per cent of the drug store business, 15.3 per cent of the business of women's specialty shops, and they continued to occupy the dominant position in the variety store field.





### Manitoba

Retail sales in Manitoba in 1936 reached a total figure of \$148,541,000, exceeding by 6.9 per cent the \$138,947,000 recorded for 1935. The index of sales for this province on the base 1930 equals 100 stands at 78.5.

Motor vehicle dealers reported 17.5 per cent more business than in 1935. Marked improvement was also shown in the builders' supply trades; hardware store sales were up 10.0 per cent, while retail lumber yards advanced 12.4 per cent. The furniture and household group likewise registered substantial gains. Household appliance store sales were up 14.8 per cent; furniture store sales, 11.7 per cent, and radio and music store sales, 9.1 per cent.

Gains for kinds of business dealing in more staple lines of merchandise are 5.1 per cent for grocery and combination stores, 8.0 per cent for country general stores, 9.8 per cent for coal and wood yards, and 7.8 per cent for drug stores.

The ratio of chain to total sales remained unchanged from the preceding year at 11.2 per cent. There were 66 chain store companies with 355 stores in Manitoba in 1936 compared with 72 chain companies and 370 stores in 1935. Chain sales totalled \$16,677,300 in 1936 compared with \$15,630,600 in the preceding year.

### Saskatchewan

Retail sales in Saskatchewan totalled \$130,621,000 in 1936, exceeding by 9.2 per cent the amount recorded for the preceding year and bringing the dollar value of sales to within 31 per cent of the 1930 level. The index of sales for this province on the base 1930 equals 100 stands at 69.0 for 1936.

Motor vehicle dealers reported an increase in business of 20.3 per cent over that for 1935 which, in turn, was 33.7 per cent better than in 1934. The lumber and building materials group shared in the improvement recorded by dealers in this group in all sections of the country. Hardware store sales advanced 5.6 per cent while sales of retail lumber yards were up 13.4 per cent. The furniture and household group as a whole reported 14.3 per cent more business than in 1935, individual lines of business within the group showing gains of 25.4 per cent for household appliance stores, 12.7 per cent for radio and music stores, and 7.0 per cent for furniture stores.

Country general store sales increased 4.8 per cent and grocery and combination stores reported a like improvement. Variety store sales increased 14.0 per cent while stores in the apparel group averaged 5.3 per cent more business than in 1935. Coal and wood yards were up 9.6 per cent; drug stores, 5.9 per cent, and farmers' supply stores, 12.1 per cent. Government liquor store sales declined 2.5 per cent.

There were 82 different chain companies in Saskatchewan in 1936, with 986 unit stores or branches and \$23,986,900 sales. The ratio of chain sales to total sales was 18.4 per cent for 1936 compared with 19.1 per cent for the preceding year.

### Alberta

Retail sales of \$128,861,000 in 1936 compare with \$125,709,000 in 1935, revealing a minor increase of 2.5 per cent during the period under review. These sales figures cover the total retail merchandise trade of the province exclusive of sales of the Provincial Liquor Control Board. Prior to 1936 sales reported by the Alberta Liquor Control Board included Government liquor store sales only. Figures available for 1936 include both retail sales of the liquor stores and also sales of beer at wholesale prices to licensees. Total sales including the Liquor Control Board figures were \$136,522,000 for 1936 compared with \$129,435,000 for the preceding year, the more pronounced gain of 5.5 per cent from these totals being due to the incomparability of the data for the Alberta Liquor Board.

In contrast with results for other provinces, motor dealers reported a slight decrease in total business from 1935, a decline of 1.4 per cent being recorded. New motor vehicle sales alone increased slightly during the same period, 7,244 new vehicles retailing for \$7,253,587 in 1936 compared with 7,187 vehicles for \$7,041,836 in 1935.



Lumber and building material dealers reported an increase of 8.8 per cent; furniture store sales were up 4.9 per cent; grocery and combination stores advanced 4.2 per cent, while country general stores reported 1.9 per cent more business than in 1935.

Ratio of chain to total sales increased slightly from 1935. Excluding the Alberta Liquor Control Board figures from the calculations, the ratio of chain sales to total sales increased from 12.3 per cent in 1935 to 12.8 per cent in 1936.

Scope of Census.--This report is based upon returns received from all chain store companies and from a representative number of independent stores operating in the various lines of business for which data are shown in the attached tables. The reports which have been secured have been used in determining the most probable value of sales for those units which do not report to the annual census so that the sales figures given here relate to the total retail trade and not to the business transacted by the reporting firms only. Since reports are not received from all stores for this annual census, it is not possible to state the total number of trading establishments operating during years subsequent to 1930. In all, including both chain and independent stores, returns were received covering approximately 6,600 establishments in the Prairie Provinces and it is estimated that these transacted about 70 per cent of the total retail trade.

It should be clearly understood that all retail sales figures given in this report relate to stores grouped according to kind of business and not to commodity sales. Grocery stores sell a number of lines of goods in addition to strictly grocery items. Drug stores are not restricted to the sale of drugs and medicines. On the other hand, groceries are sold in many kinds of stores in addition to those units classified as grocery stores. Country general stores and department stores are especially active in some districts in the sale of these commodities.





PRAIRIE PROVINCES - RETAIL MERCHANDISE TRADES, 1936

Table 1.--Total Net Sales and Sales Indexes, by Kinds of Business

Kind of Business	Stores and Sales, 1930		Total Net Sales, Estimated (2)		Indexes of Retail Sales (1930 = 100)							% of Change, 1936/35	
	Number (1) of Stores	Total Net Sales	1933	1935	1936	1930	1931	1932	1933	1934	1935		1936
Total, All Stores .....	26,292	554,962,100	334,210,000	387,968,000	415,684,000	100.0	76.1	64.8	60.2	65.9	69.9	74.9	+ 7.1
Food Group .....	6,448	82,426,200	53,985,000	58,434,000	60,999,000	100.0	82.3	70.9	65.5	68.0	70.9	74.0	+ 4.4
Country General Stores .....	3,693	82,009,600	51,824,000	58,564,000	61,114,000	100.0	76.0	66.6	63.2	69.3	71.4	74.5	+ 4.4
General Merchandise Group .....	251	107,644,900	76,409,000	82,106,000	86,563,000	100.0	84.5	73.4	71.0	73.7	76.3	80.4	+ 5.4
Automotive Group .....	3,255	78,774,300	39,339,000	59,797,000	65,861,000	100.0	65.2	52.7	49.9	65.8	75.9	83.6	+10.1
Apparel Group .....	1,294	30,916,800	19,707,000	22,100,000	22,771,000	100.0	82.2	69.6	63.7	68.7	71.5	73.7	+ 3.0
Building Materials Group .....	2,455	50,359,600	25,731,000	31,180,000	34,083,000	100.0	70.1	58.2	51.1	57.2	61.9	67.7	+ 9.3
Furniture and Household Group .....	399	13,181,700	7,054,000	8,619,000	9,325,000	100.0	81.0	62.0	53.5	58.1	65.4	70.7	+ 8.2
Restaurants, Cafeterias and Eating Places .....	1,327	17,101,600	8,697,000	9,448,000	9,815,000	100.0	76.8	59.2	50.9	52.6	55.2	57.4	+ 3.9
Other Retail Stores .....	7,170	92,547,400	51,464,000	57,720,000	65,153,000	100.0	70.5	61.5	55.6	59.2	62.4	70.4	+12.9
Grocery and combination stores .....	3,114	52,803,600	37,133,000	39,787,000	41,656,000	100.0	85.9	76.4	70.3	72.5	75.3	78.9	+ 4.7
Meat markets (including sea foods) ..	1,183	14,581,500	7,426,000	8,672,000	8,744,000	100.0	73.1	55.0	50.9	56.4	59.5	60.0	+ 0.8
Department stores .....	24	96,588,600	67,936,000	72,436,000	76,152,000	100.0	84.2	73.0	70.3	72.6	75.0	78.8	+ 5.1
Variety stores .....	39	5,270,900	4,430,000	4,891,000	5,331,000	100.0	95.9	86.2	84.0	89.3	92.8	101.1	+ 9.0
Motor vehicle dealers .....	912	54,632,900	23,830,000	41,233,000	45,413,000	100.0	61.5	45.2	43.6	60.8	75.5	83.1	+10.1
Filling stations(3) .....	1,066	12,371,200	9,195,000	11,352,000	12,551,000	100.0	74.3	78.9	74.3	93.7	91.8	101.5	+10.6
Men's and boys' clothing and furnish- ing stores (includes custom tailors)	616	9,902,600	6,051,000	7,235,000	7,523,000	100.0	76.6	64.9	61.1	67.0	73.1	76.0	+ 4.0
Women's apparel and accessories stores	398	9,937,500	6,286,000	6,754,000	6,941,000	100.0	86.5	69.4	63.3	68.7	68.0	69.8	+ 2.8
Shoe stores .....	153	3,626,500	2,436,000	2,701,000	2,816,000	100.0	87.7	75.7	67.2	71.9	74.5	77.7	+ 4.3
Hardware stores .....	1,044	20,401,400	11,772,000	13,817,000	14,505,000	100.0	73.3	63.5	57.7	65.0	67.7	71.1	+ 5.0
Lumber and building material dealers.	1,272	27,241,000	12,623,000	15,668,000	17,503,000	100.0	66.6	54.1	46.3	51.6	57.5	64.3	+11.7
Furniture stores .....	125	4,314,000	2,869,000	3,386,000	3,604,000	100.0	83.9	68.2	66.5	70.2	78.5	83.5	+ 6.4
Radio and music stores .....	142	5,356,600	2,346,000	2,706,000	2,902,000	100.0	85.1	58.1	43.8	45.1	50.5	54.2	+ 7.2
Coal and wood yards .....	387	11,749,200	8,136,000	8,197,000	8,850,000	100.0	84.5	78.1	69.2	64.7	69.8	75.3	+ 8.0
Drug stores .....	883	14,525,600	9,818,000	10,616,000	11,243,000	100.0	84.9	75.2	67.6	69.9	73.1	77.4	+ 5.9

(1) The numbers of stores are shown only for 1930. Total sales figures for later years are estimated upon the basis of returns from a sample number of firms. The total number of stores in operation in these later years is not known.

(2) In some instances, figures for years subsequent to 1930 have been revised.

(3) Sales figures for filling stations for years subsequent to 1930 have been estimated from data on gasoline consumption and retail prices.



PRAIRIE PROVINCES - RETAIL MERCHANDISE TRADE, 1936

Table 2.--Number of Chains, Chain Stores, Total Chain Store Sales and Percentage of Chain Store Sales to Total Sales, by Years

	1930	1933	1934	1935	1936
<b>ALL STORES, TOTAL -</b>					
Chains .....	171	149	146	144	135
Stores (maximum) ..	2,350	2,057	2,029	1,973	1,915
Chain sales .....	\$ 81,080,600	\$ 51,644,400	\$ 56,105,500	\$ 58,075,800	\$ 65,853,700
Total sales .....	\$554,962,100	\$334,210,000	\$365,543,000	\$387,968,000	\$415,684,000
%, chains to total	14.6	15.5	15.3	15.0	15.8
<b>Grocery and Combination Stores -</b>					
Chains .....	16	15	12	14	12
Stores (maximum) ..	364	344	341	344	337
Chain sales .....	\$ 17,015,000	\$ 12,973,900	\$ 13,435,500	\$ 14,292,000	\$ 14,972,100
Total sales .....	\$ 52,803,600	\$ 37,133,000	\$ 38,299,000	\$ 39,787,000	\$ 41,656,000
%, chains to total	32.2	34.9	35.1	35.9	35.9
<b>Variety Stores -</b>					
Chains .....	4	4	4	4	4
Stores (maximum) ..	29	30	31	32	34
Chain sales .....	\$ 4,857,500	\$ 4,128,500	\$ 4,383,400	\$ 4,551,700	\$ 4,962,600
Total sales .....	\$ 5,270,900	\$ 4,430,000	\$ 4,708,000	\$ 4,891,000	\$ 5,331,000
%, chains to total	92.2	93.2	93.1	93.1	93.1
<b>Men's and Boys' Clothing and Furnishings Stores (includes custom tailors) -</b>					
Chains .....	4	3	4	4	5
Stores (maximum) ..	16	13	15	16	17
Chain sales .....	\$ 765,000	\$ 475,000	\$ 538,800	\$ 597,900	\$ 624,000
Total sales .....	\$ 9,902,600	\$ 6,051,000	\$ 6,635,000	\$ 7,235,000	\$ 7,523,000
%, chains to total	7.7	7.8	8.1	8.3	8.3
<b>Women's Apparel and Accessories Stores -</b>					
Chains .....	8	3	3	4	4
Stores (maximum) ..	36	20	20	24	24
Chain sales .....	\$ 2,262,400	\$ 993,400	\$ 976,400	\$ 1,066,200	\$ 1,065,200
Total sales .....	\$ 9,937,500	\$ 6,286,000	\$ 6,823,000	\$ 6,754,000	\$ 6,941,000
%, chains to total	22.8	15.8	14.3	15.8	15.3
<b>Restaurants, Cafeterias and Eating Places -</b>					
Chains .....	7	6	6	6	6
Stores (maximum) ..	35	32	32	32	31
Chain sales .....	\$ 1,127,800	\$ 605,200	\$ 575,700	\$ 580,800	\$ 622,100
Total sales .....	\$ 17,101,600	\$ 8,697,000	\$ 9,002,000	\$ 9,448,000	\$ 9,815,000
%, chains to total	6.6	7.0	6.4	6.1	6.3
<b>Drug Stores -</b>					
Chains .....	7	6	6	6	6
Stores (maximum) ..	37	36	37	37	36
Chain sales .....	\$ 1,778,600	\$ 1,183,800	\$ 1,263,700	\$ 1,350,900	\$ 1,374,200
Total sales .....	\$ 14,525,600	\$ 9,818,000	\$ 10,154,000	\$ 10,616,000	\$ 11,243,000
%, chains to total	12.2	12.1	12.4	12.7	12.2
<b>Lumber and Building Material Dealers -</b>					
Chains .....	41	38	39	34	34
Yards (maximum) ..	1,009	860	855	804	807
Chain sales .....	\$ 16,829,300	\$ 8,101,200	\$ 9,241,200	\$ 9,629,400	\$ 10,903,900
Total sales .....	\$ 27,241,000	\$ 12,623,000	\$ 14,051,000	\$ 15,668,000	\$ 17,503,000
%, chains to total	61.8	64.2	65.8	61.5	62.3

Note: In some instances, figures for years subsequent to 1930 have been revised.





Table 3.--Comparison of Total Sales and Chain Store Sales, by Provinces

	1930	1931	1932	1933	1934	1935	1936
Prairie Provinces -							
Number of chains . . . . .	171	159	150	149	146	144	135
Stores (maximum) . . . . .	2,350	2,242	2,104	2,057	2,029	1,973	1,915
Chain sales . . . . .	\$ 81,080,600	\$ 63,550,500	\$ 54,484,400	\$ 51,644,400	\$ 56,105,500	\$ 58,075,800	\$ 65,853,700
Total sales . . . . .	\$554,962,100	\$422,223,000	\$359,606,000	\$334,210,000	\$365,543,000	\$387,968,000	\$415,684,000
% chains to total	14.6	14.6	15.2	15.5	15.3	15.0	15.8
Manitoba -							
Number of chains . . . . .	91	84	77	73	70	72	66
Stores (maximum) . . . . .	434	404	393	374	364	370	355
Chain sales . . . . .	\$ 22,105,800	\$ 18,853,100	\$ 16,155,400	\$ 13,619,700	\$ 14,942,100	\$ 15,630,600	\$ 16,677,300
Total sales . . . . .	\$189,243,900	\$153,892,000	\$131,675,000	\$122,045,000	\$131,390,000	\$138,947,000	\$148,541,000
% chains to total	11.7	12.3	12.3	11.2	11.4	11.2	11.2
Saskatchewan †							
Number of chains . . . . .	101	100	92	90	88	88	82
Stores (maximum) . . . . .	1,234	1,176	1,074	1,046	1,038	1,009	986
Chain sales . . . . .	\$ 34,056,300	\$ 24,409,300	\$ 20,750,700	\$ 20,755,200	\$ 22,104,000	\$ 22,788,800	\$ 23,986,900
Total sales . . . . .	\$189,181,100	\$133,996,000	\$112,025,000	\$103,091,000	\$112,314,000	\$119,586,000	\$130,621,000
% chains to total	18.0	18.2	18.5	20.1	19.7	19.1	18.4
Alberta (1) -							
Number of chains . . . . .	104	98	91	93	92	87	81
Stores (maximum) . . . . .	682	662	637	637	627	594	574
Chain sales . . . . .	\$ 24,918,500	\$ 20,288,100	\$ 17,577,900	\$ 17,269,500	\$ 19,059,400	\$ 19,656,400	\$ 24,189,500
Total sales . . . . .	\$176,537,100	\$134,335,000	\$115,906,000	\$109,074,000	\$121,839,000	\$129,435,000	\$136,522,000
% chains to total	14.1	15.1	15.2	15.8	15.6	15.2	17.7

(1) Figures for 1936 for this province include an indeterminate amount of sales at wholesale prices by the Alberta Liquor Control Board.

When total Liquor Control Board sales (including both retail and wholesale) are excluded from both the chain and total sales figures, the chain ratio becomes 12.8 per cent for 1936 compared with a corresponding figure of 12.3 per cent for 1935.



PRAIRIE PROVINCES - RETAIL MERCHANDISE TRADE, 1936

Table 4.--Comparison of Department Store Sales by Commodity Groups for 1935 and 1936

Department	Sales <sup>(1)</sup> in 1935 \$	Sales in 1936 \$	% of Change
Total Sales, All Departments .....	72,436,000	76,152,000	+ 5.1
Apparel and accessories, women's, misses' and children's (including furs, fur goods, infants' wear, hosiery, gloves, lingerie, etc.) .....	14,949,000	15,347,000	+ 2.7
Automotive supplies (including tires, batteries, auto- motive parts) .....	440,000	420,000	- 4.5
Cafeterias and restaurants (including fountain and lunch rooms) .....	1,009,000	1,098,000	+ 8.8
Clothing and furnishings, men's and boys' (including hats and caps) .....	9,665,000	10,343,000	+ 7.0
Drugs and toilet articles and preparations (including cameras and photographic supplies) .....	2,752,000	2,974,000	+ 8.1
Dry goods and notions (including piece goods) .....	11,935,000	12,622,000	+ 5.8
Home furnishings (draperies, curtains, china, window shades, floor coverings) .....			
Farm and garden equipment and supplies (including farm machinery, harness, seeds, etc.) .....	1,118,000	1,354,000	+21.1
Food and kindred products (groceries, meats, provisions, candies, fruits, vegetables) .....	11,054,000	11,130,000	+ 0.7
Furniture (including mattresses, springs) .....	2,580,000	2,967,000	+15.0
Hardware and kitchen utensils (including paints, wall- paper) .....	2,324,000	2,349,000	+ 1.1
Household appliances and electrical supplies (washing machines, sewing machines, electric irons, vacuum cleaners, refrigerators, stoves, electrical fixtures, lamps, etc.) .....	1,134,000	1,413,000	+24.6
Jewellery and optical goods (including clocks, watches, silverware, plated ware) .....	1,332,000	1,455,000	+ 9.2
Leather goods and travelling goods (including purses and hand-bags) .....	752,000	653,000	-13.2
Millinery .....	822,000	824,000	+ 0.2
Radios, musical instruments and supplies .....	1,155,000	1,360,000	+17.7
Shoes and other footwear (men's, women's and children's)	5,794,000	5,939,000	+ 2.5
Sporting goods (including bicycles, toys, games) .....	925,000	1,046,000	+13.1
Stationery, books and magazines .....	1,081,000	1,162,000	+ 7.5
Receipts from repair or service departments, not inclu- ded elsewhere (such as hairdressing, electrical contracting, fur storage, interior decorating) .....	524,000	562,000	+ 7.3
Miscellaneous merchandise .....	1,091,000	1,134,000	+ 3.9

(1) Figures shown above for 1935 have been revised slightly from those published in the corresponding table last year.





PRAIRIE PROVINCES - RETAIL MERCHANDISE TRADE, 1936

Table 5.--MANITOBA - Total Net Sales and Sales Indexes, by Kinds of Business

Kind of Business	Stores and Sales, 1930		Total Net Sales, Estimated (2)					Indexes of Retail Sales (1930 = 100)						% of Change, 1936/35
	Number (1) of Stores	Total Net Sales	1933	1935	1936		1930	1931	1932	1933	1934	1935	1936	
Total, All Stores .....	6,859	189,243,900	122,045,000	138,947,000	148,541,000		100.0	81.3	69.6	64.5	69.4	73.4	78.5	+ 6.9
Food Group .....	2,249	27,410,900	19,048,000	20,315,000	21,354,000		100.0	85.4	76.4	69.5	71.4	74.1	77.9	+ 5.1
Candy and confectionery stores .....	353	3,480,100	2,342,000	2,406,000	2,519,000		100.0	85.0	72.6	67.3	65.3	69.1	72.4	+ 4.7
Grocery and combination stores .....	1,327	18,915,700	13,733,000	14,404,000	15,139,000		100.0	87.0	80.0	72.6	74.2	76.1	80.0	+ 5.1
Meat markets (including sea foods) ....	275	3,309,500	1,747,000	2,151,000	2,233,000		100.0	73.5	58.9	52.8	59.6	65.0	67.5	+ 3.8
Country General Stores .....	852	15,542,700	9,963,000	10,993,000	11,872,000		100.0	78.1	66.6	64.1	69.7	70.7	76.4	+ 8.0
General Merchandise Group ...	87	64,344,000	45,674,000	49,134,000	50,826,000		100.0	84.8	73.7	71.0	73.1	76.4	79.0	+ 3.4
Automotive Group .....	758	20,605,500	11,684,000	18,334,000	20,864,000		100.0	69.0	58.8	56.7	77.3	89.0	101.3	+13.8
Motor vehicle dealers .....	163	13,587,300	6,200,000	11,594,000	13,626,000		100.0	63.2	47.7	45.6	68.8	85.3	100.3	+17.5
Filling stations (3) .....	288	3,871,500	3,566,000	4,518,000	4,886,000		100.0	84.5	89.9	92.1	114.8	116.7	126.2	+ 8.1
Garages .....	273	2,683,500	1,632,000	1,880,000	1,980,000		100.0	74.9	67.6	60.8	66.5	70.1	73.8	+ 5.3
Apparel Group .....	432	9,597,200	6,376,000	7,215,000	7,518,000		100.0	85.2	71.1	66.4	72.9	75.2	78.3	+ 4.2
Men's and boys' clothing and furnis- ings (includes custom tailors) .....	201	2,750,000	1,628,000	1,910,000	2,055,000		100.0	75.4	64.1	59.2	65.3	69.5	74.7	+ 7.6
Family clothing stores .....	38	1,794,600	1,335,000	1,509,000	1,592,000		100.0	89.4	77.5	74.4	78.3	84.1	88.7	+ 5.5
Women's apparel and accessories stores.	152	3,713,800	2,507,000	2,820,000	2,828,000		100.0	90.2	72.1	67.5	76.6	75.9	76.1	+ 0.3
Shoe stores .....	41	1,338,800	906,000	976,000	1,043,000		100.0	85.9	74.1	67.7	71.4	72.9	77.9	+ 6.9
Building Materials Group ...	417	12,173,400	6,306,000	7,693,000	8,740,000		100.0	79.4	57.9	51.8	58.6	63.2	71.8	+13.6
Hardware stores .....	186	4,070,500	2,520,000	2,952,000	3,247,000		100.0	79.8	67.4	61.9	72.3	72.5	79.8	+10.0
Lumber and building material dealers ..	176	6,430,200	2,951,000	3,677,000	4,132,000		100.0	78.8	51.8	45.9	50.5	57.2	64.3	+12.4
Electrical, heating and plumbing, paint and glass shops .....	48	514,900	235,000	311,000	370,000		100.0	82.9	58.7	45.6	50.9	60.4	71.9	+19.0

(1), (2) and (3): See footnotes on page 9.



**PRAIRIE PROVINCES - RETAIL MERCHANDISE TRADE, 1936**

**Table 5.--MANITOBA - Total Net Sales and Sales Indexes, by Kinds of Business (Cont'd.) -**

Kind of Business	Stores and Sales, 1930		Total Net Sales, Estimated (2)	Indexes of Retail Sales						% of Change, 1936/35			
	Number (1) of Stores	Total Net Sales		1933	1935	1936	1930	1931	1932		1933	1934	1935
Furniture and Household Group.	101	3,740,800	2,043,000	2,564,000	2,840,000	100.0	84.5	68.8	54.6	63.3	68.5	75.9	+10.8
Furniture stores .....	32	674,300	402,000	489,000	546,000	100.0	70.1	60.2	59.6	64.5	72.5	81.0	+11.7
Household appliance stores .....	15	1,100,800	(4)	677,000	777,000	100.0	72.9	57.2	(4)	53.5	61.5	70.6	+14.8
Radio and music stores .....	40	1,782,300	982,000	1,278,000	1,394,000	100.0	97.1	79.2	55.1	61.8	71.7	78.2	+ 9.1
Restaurants, Cafeterias and Eating Places .....	338	5,553,300	2,682,000	2,747,000	2,857,000	100.0	78.0	60.3	48.3	48.4	49.5	51.4	+ 4.0
Other Retail Stores .....	1,625	30,276,100	18,269,000	19,952,000	21,670,000	100.0	80.0	69.6	60.3	62.7	65.9	71.6	+ 8.6
Farmers' supply stores .....	232	2,753,700	1,597,000	1,849,000	1,932,000	100.0	71.0	63.1	58.0	67.6	67.1	70.2	+ 4.5
Book stores .....	18	801,400	354,000	375,000	407,000	100.0	68.8	55.3	44.2	45.3	46.8	50.8	+ 8.5
Coal and wood yards .....	159	7,181,300	4,862,000	4,866,000	5,343,000	100.0	83.4	75.7	67.7	63.0	67.8	74.4	+ 9.8
Drug stores .....	220	4,294,000	3,070,000	3,305,000	3,563,000	100.0	91.6	81.0	71.5	72.5	77.0	83.0	+ 7.8
Florists .....	28	688,700	378,000	433,000	482,000	100.0	85.7	65.3	54.9	55.5	62.9	70.0	+11.3
Jewellery stores .....	59	1,600,000	856,000	1,254,000	1,260,000	100.0	78.7	57.9	53.5	71.6	78.4	78.8	+ 0.5
Office, school and store supplies and equipment dealers .....	39	1,658,500	700,000	916,000	1,077,000	100.0	63.6	52.0	42.2	46.9	55.2	64.9	+17.6
Tobacco stores and stands .....	73	981,100	751,000	794,000	869,000	100.0	76.0	68.0	76.5	80.6	80.9	88.6	+ 9.4
Government liquor stores .....	15	3,927,500	2,214,000	2,329,000	2,634,000	100.0	92.3	75.6	56.4	57.8	59.3	67.1	+13.1
Miscellaneous kinds of business (including secondhand stores) .....	782	6,389,900	3,487,000	3,831,000	4,103,000	100.0	67.5	61.2	54.6	58.8	60.0	64.2	+ 7.1

- (1) The numbers of stores are shown only for 1930. Total sales figures for later years are estimated upon the basis of returns from a sample number of firms. The total number of stores in operation in these later years is not known.
- (2) In some instances, figures for years subsequent to 1930 have been revised.
- (3) Sales figures for filling stations for years subsequent to 1930 have been estimated from data on gasoline consumption and retail prices.
- (4) Figures for this classification for 1933 are not considered sufficiently complete to warrant publishing. They are included, however, in the totals.
- Note: Group totals may include figures for classifications not separately shown.





PRAIRIE PROVINCES - RETAIL MERCHANDISE TRADE, 1936

Table 6.--SASKATCHEWAN - Total Net Sales and Sales Indexes, by Kinds of Business

Kind of Business	Stores and Sales, 1930		Total Net Sales, Estimated (2)				Indexes of Retail Sales (1930 = 100)										% of Change 1936/35
	Number (1) of Stores	Total Net Sales	1933	1935	1936		1930	1931	1932	1933	1934	1935	1936				
Total, All Stores .....	10,841	189,181,100	103,091,000	119,586,000	130,621,000		100.0	70.8	59.2	54.5	59.4	63.2	69.0	+ 9.2			
Food Group .....	2,046	25,877,700	15,464,000	16,298,000	17,119,000		100.0	79.6	65.0	59.8	60.7	63.0	66.2	+ 5.0			
Candy and confectionery stores .....	386	2,810,800	1,459,000	1,446,000	1,613,000		100.0	63.0	54.1	51.9	50.0	51.4	57.4	+11.5			
Fruit and vegetable stores .....	31	354,900	248,000	258,000	301,000		100.0	89.6	75.8	69.9	74.4	72.7	84.8	+16.7			
Grocery and combination stores .....	889	16,944,300	10,726,000	11,107,000	11,640,000		100.0	83.1	69.5	63.3	63.6	65.6	68.7	+ 4.8			
Meat markets (including sea foods) .....	483	4,746,200	2,383,000	2,701,000	2,733,000		100.0	74.9	53.4	50.2	54.6	56.9	57.6	+ 1.2			
Country General Stores .....	1,641	37,710,000	23,083,000	26,430,000	27,699,000		100.0	75.0	64.5	61.2	67.5	70.1	73.5	+ 4.8			
General Merchandise Group .....	71	20,102,400	13,968,000	14,723,000	16,891,000		100.0	82.2	71.0	69.5	73.5	73.2	84.0	+14.7			
Automotive Group' .....	1,382	27,048,700	11,252,000	17,235,000	20,552,000		100.0	60.8	45.8	41.6	53.0	63.7	76.0	+19.2			
Motor vehicle dealers .....	421	18,666,000	6,776,000	11,814,000	14,212,000		100.0	55.8	38.9	36.3	47.3	63.3	76.1	+20.3			
Filling stations(3) .....	391	4,004,200	2,415,000	3,071,000	3,592,000		100.0	78.4	69.0	60.3	80.2	76.7	89.7	+17.0			
Garages .....	534	3,909,600	1,830,000	2,139,000	2,515,000		100.0	65.2	53.4	46.8	52.4	54.7	64.3	+17.6			
Apparel Group .....	373	10,231,900	5,990,000	6,957,000	7,326,000		100.0	78.8	67.2	58.5	62.7	68.0	71.6	+ 5.3			
Men's and boys' clothing and furnishings (includes custom tailors) .....	182	3,073,600	1,898,000	2,404,000	2,623,000		100.0	77.1	66.3	61.8	69.4	78.2	85.3	+ 9.1			
Family clothing stores .....	38	3,957,800	2,356,000	2,672,000	2,701,000		100.0	76.6	69.4	59.5	62.9	67.5	68.2	+ 1.1			
Women's apparel and accessories stores ..	110	2,294,500	1,241,000	1,270,000	1,353,000		100.0	85.3	66.3	54.1	53.1	55.3	59.0	+ 6.5			
Shoe stores .....	43	904,000	495,000	611,000	649,000		100.0	77.7	63.2	54.8	63.4	67.6	71.8	+ 6.2			
Building Materials Group .....	1,276	22,612,200	10,784,000	13,037,000	14,331,000		100.0	64.0	55.6	47.7	51.9	57.7	63.4	+ 9.9			
Hardware stores .....	526	8,829,000	4,821,000	5,793,000	6,120,000		100.0	70.7	60.9	54.6	59.4	65.6	69.3	+ 5.6			
Lumber and building material dealers .....	717	13,473,100	5,820,000	7,066,000	8,013,000		100.0	59.2	52.0	43.2	47.0	52.4	59.5	+13.4			

(1), (2) and (3): See footnotes on page 11.



Table 6.---SASKATCHEWAN - Total Net Sales and Sales Indexes, by Kinds of Business (Cont'd.) -

Kind of Business	Stores and Sales, 1930 Number (1) of Stores	Total Net Sales, Estimated (2)		Indexes of Retail Sales (1930 = 100)							% of Change, 1936/35
		1933	1935	1936	1930	1931	1932	1933	1934	1935	
		\$	\$	\$	100.0	100.0	100.0	100.0	100.0	100.0	
Furniture and Household Group.	142	4,087,300	2,386,000	2,728,000	100.0	75.8	56.1	47.7	51.5	58.4	66.7
Furniture stores .....	42	1,188,100	906,000	969,000	100.0	89.8	72.5	65.5	65.7	76.3	81.6
Household appliance stores .....	47	1,009,600	749,000	940,000	100.0	63.5	57.0	47.5	61.5	74.2	93.1
Radio and music stores .....	42	1,793,200	684,000	771,000	100.0	73.4	44.9	36.0	36.6	38.1	43.0
Restaurants, Cafeterias and Eating Places .....	506	5,551,900	3,065,000	3,224,000	100.0	75.5	55.2	49.7	52.2	55.2	58.1
Other Retail Stores .....	3,404	35,959,000	19,455,000	20,751,000	100.0	62.1	54.0	49.6	52.6	54.1	57.7
Farmers' supply stores .....	903	4,281,900	2,206,000	2,473,000	100.0	56.4	51.1	43.8	47.5	51.5	57.8
Book stores .....	10	423,300	208,000	223,000	100.0	68.7	55.3	44.2	45.4	49.1	52.7
Coal and wood yards .....	147	3,678,300	2,582,000	2,771,000	100.0	85.1	81.2	70.2	63.9	68.7	75.3
Drug stores .....	374	4,988,000	3,098,000	3,616,000	100.0	79.6	68.8	62.1	66.0	68.5	72.5
Florists .....	15	297,000	163,000	192,000	100.0	85.5	65.3	54.9	55.6	62.0	64.6
Jewellery stores .....	108	1,103,300	662,000	739,000	100.0	63.5	49.0	49.0	52.9	60.0	67.0
Office, school and store supplies and equipment dealers .....	30	956,400	568,000	632,000	100.0	65.8	63.3	44.0	48.8	59.4	66.1
Tobacco stores and stands .....	89	945,900	612,000	653,000	100.0	81.9	74.2	62.1	62.4	64.7	69.0
Government liquor stores .....	224	9,226,800	4,325,000	4,216,000	100.0	62.6	51.9	52.3	56.4	46.9	45.7
Miscellaneous kinds of business (includ- ing secondhand stores) .....	1,504	10,058,100	4,742,000	5,236,000	100.0	43.8	37.2	35.4	40.1	47.2	52.1

(1) The numbers of stores are shown only for 1930. Total sales figures for later years are estimated upon the basis of returns from a sample number of firms. The total number of stores in operation in these later years is not known.

(2) In some instances, figures for years subsequent to 1930 have been revised.

(3) Sales figures for filling stations for years subsequent to 1930 have been estimated from data on gasoline consumption and retail prices.

Note: Group totals may include figures for classifications not separately shown.





Table 7.--ALBERTA - Total Net Sales and Sales Indexes, by Kinds of Business

Kind of Business	Stores and Sales, 1930		Total Net Sales, Estimated (2)				Indexes of Retail Sales (1930 = 100)							% of Change, 1936/35
	Number (1) of Stores	Total Net Sales	1933	1935	1936	1930	1931	1932	1933	1934	1935			
Total, All Stores .....	8,592	176,537,100	109,074,000	129,435,000	136,522,000	100.0	76.1	65.6	61.8	69.0	73.3	77.3	+ 5.5	
Subtotal - Liquor Control Board Sales Excluded .....	8,558	171,859,200	106,376,000	125,709,000	128,861,000	100.0	76.1	65.7	61.9	69.0	73.1	75.0	+ 2.5	
Food Group .....	2,153	29,137,600	19,473,000	21,821,000	22,526,000	100.0	81.7	70.9	66.8	71.2	74.9	77.3	+ 3.2	
Candy and confectionery stores .....	473	3,732,300	2,176,000	2,282,000	2,316,000	100.0	70.7	60.1	58.3	59.8	61.1	62.1	+ 1.5	
Fruit and vegetable stores .....	49	286,700	224,000	234,000	268,000	100.0	92.1	83.0	78.1	83.0	81.6	93.5	+14.5	
Grocery and combination stores .....	898	16,943,600	12,674,000	14,276,000	14,877,000	100.0	87.5	79.4	74.8	79.5	84.3	87.8	+ 4.2	
Meat markets (including sea foods) .....	425	6,525,800	3,296,000	3,820,000	3,778,000	100.0	71.5	54.3	50.5	56.2	58.5	57.9	+ 1.1	
Country General Stores .....	1,200	28,756,900	18,778,000	21,141,000	21,543,000	100.0	76.3	69.3	65.3	71.6	73.5	74.9	+ 1.9	
General Merchandise Group .....	93	23,198,500	16,767,000	18,249,000	18,846,000	100.0	85.7	74.9	72.3	75.5	78.7	81.2	+ 3.3	
Department stores .....	10	18,845,000	13,152,000	14,148,000	14,530,000	100.0	85.3	73.5	69.8	72.4	75.1	77.1	+ 2.7	
Variety stores .....	14	1,844,200	1,636,000	1,768,000	1,826,000	100.0	98.3	89.0	88.7	92.8	95.9	99.0	+ 3.3	
Automotive Group .....	1,115	31,120,100	16,396,000	24,228,000	24,445,000	100.0	66.5	54.7	52.7	69.3	77.8	78.6	+ 0.9	
Motor vehicle dealers .....	328	22,379,600	10,854,000	17,825,000	17,575,000	100.0	65.2	48.9	48.5	67.3	79.6	78.5	+ 1.4	
Filling stations(3).....	387	4,495,500	3,214,000	3,763,000	4,073,000	100.0	61.9	78.2	71.5	87.7	83.7	90.6	+ 8.2	
Garages .....	355	3,515,700	1,923,000	2,176,000	2,287,000	100.0	79.5	60.3	54.7	60.8	61.9	65.1	+ 5.1	
Apparel Group .....	489	11,087,700	7,341,000	7,928,000	7,927,000	100.0	82.6	70.5	66.2	70.4	71.5	71.5	---	
Men's and boys' clothing and furnishings (includes custom tailors) .....	233	4,079,000	2,525,000	2,921,000	2,845,000	100.0	76.9	64.3	61.9	66.3	71.6	69.7	- 2.6	
Family clothing stores .....	51	1,695,800	1,243,000	1,229,000	1,198,000	100.0	83.0	77.7	73.3	74.5	72.5	70.6	- 2.5	
Women's apparel and accessories stores .	136	3,929,200	2,538,000	2,664,000	2,760,000	100.0	83.6	68.6	64.6	70.2	67.8	70.2	+ 3.6	
Shoe stores .....	69	1,383,700	1,035,000	1,114,000	1,124,000	100.0	96.0	85.5	74.8	78.1	80.5	81.2	+ 0.9	
Building Materials Group .....	762	15,574,000	8,641,000	10,450,000	11,012,000	100.0	71.6	62.1	55.5	63.8	67.1	70.7	+ 5.4	
Hardware stores .....	332	7,501,900	4,431,000	5,072,000	5,138,000	100.0	72.9	64.5	59.1	67.5	67.6	68.5	+ 1.3	
Lumber and building material dealers ....	379	7,337,700	3,852,000	4,925,000	5,358,000	100.0	69.5	60.0	52.5	61.0	67.1	73.0	+ 8.8	

1), (2) and (3): See footnotes on page 13.

(1), (2) and (3): See footnotes on page 13.



PRAIRIE PROVINCES - RETAIL MERCHANDISE TRADE, 1936

Table 7.--ALBERTA - Total Net Sales and Sales Indexes, by Kinds of Business (Cont'd.) -

Kind of Business	Store and Sales, 1930 Number (1) of Stores	Total Net Sales	Total Net Sales, Estimated (2)		Indexes of Retail Sales (1930 = 100)						% of Change, 1936/35
			1933	1935	1930	1931	1932	1933	1934	1935	
Furniture and Household Group:	156	5,353,600	3,061,000	3,669,000	100.0	82.4	61.6	57.2	61.7	68.5	+ 2.4
Furniture stores .....	51	2,451,600	1,689,000	1,991,000	100.0	84.8	68.3	68.9	74.0	81.2	+ 4.9
Household appliance stores .....	26	857,000	503,000	766,000	100.0	70.7	66.4	58.7	77.6	89.4	+ 1.0
Radio and music stores .....	60	1,731,100	718,000	744,000	100.0	84.8	50.2	40.3	36.9	41.8	- 0.9
Restaurants, Cafeterias and Eating Places .....	483	5,996,400	3,256,000	3,636,000	100.0	76.9	61.9	54.3	57.0	60.6	+ 2.7
Other Retail Stores .....	2,141	26,312,300	15,361,000	18,313,000	100.0	70.9	62.4	58.4	64.4	69.6	+24.1
Farmers' supply stores .....	404	2,134,800	1,358,000	1,595,000	100.0	72.1	56.0	63.6	70.2	74.7	+17.9
Book stores .....	13	603,900	267,000	285,000	100.0	68.7	55.3	44.2	45.2	47.2	+ 9.8
Coal and wood yards .....	81	889,600	692,000	803,000	100.0	90.7	84.5	77.8	81.9	90.3	+ 8.3
Drug stores .....	289	5,243,600	3,650,000	3,896,000	100.0	84.6	76.4	69.6	71.5	74.3	+ 4.3
Florists .....	24	506,100	222,000	239,000	100.0	68.6	52.2	43.9	44.5	47.2	+ 8.8
Jewellery stores .....	23	1,357,200	756,000	937,000	100.0	68.1	54.3	55.3	63.0	70.0	+ 0.5
Office, school and store supplies and equipment dealers .....	38	1,089,100	418,000	545,000	100.0	64.1	49.7	38.4	43.7	50.0	+15.2
Tobacco stores and stands .....	102	1,119,400	728,000	716,000	100.0	76.8	69.9	65.0	64.5	64.0	+ 1.0
Government liquor stores .....	34	4,677,900	2,638,000	3,726,000	100.0	76.3	62.6	57.7	68.9	79.7	(.)
Miscellaneous kinds of business (includ- ing secondhand stores) .....	1,063	8,680,700	4,572,000	5,551,000	100.0	58.3	56.1	52.7	59.6	63.9	- 0.6

(1) The numbers of stores are shown only for 1930. Total sales figures for later years are estimated upon the basis of returns from a sample number of firms. The total number of stores in operation in these later years is not known.

(2) In some instances, figures for years subsequent to 1930 have been revised.

(3) Sales figures for filling stations for years subsequent to 1930 have been estimated from data on gasoline consumption and retail prices.

(4) This amount includes sales of beer at wholesale prices to licensed premises in addition to sales of beer, wine and liquor at retail prices through Government Liquor Stores. Figures shown for earlier years include sales at retail through Government Liquor Stores only.

Note: Group totals may include figures for classifications not separately shown.

(X) Not comparable.





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CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

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RETAIL MERCHANDISE TRADE

IN THE

PRAIRIE PROVINCES

CALENDAR YEAR

1937



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CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

Retail Merchandise Trade in the Prairie Provinces, 1937

The yearly improvement which has been evident in the retail trade of the Prairie Provinces since 1933 continued in 1937 when there was an increase of 5.6 per cent in dollar value compared with the previous year. Retail sales totalled \$442,827,000 in 1937 compared with \$419,329,000 in 1936, \$389,166,000 in 1935 and \$334,210,000 in 1933. Retail sales in 1930, the first year for which these trade statistics are available amounted to \$554,962,100. Annual indexes for the Prairie Provinces on the base 1930 equals 100 are as follows: 79.8 for 1937, 75.6 for 1936, 70.1 for 1935, 65.9 for 1934 and 60.2 for 1933. Direct comparison between 1933 and 1937 reveals a 32.6 per cent improvement although sales in the latter year were still 20.2 per cent below the 1930 level.

Results for individual provinces within the economic division of the country show that Manitoba sales were up 8.6 per cent compared with 1936, bringing the index of sales for this province (on the base 1930 equals 100) to 85.2. Saskatchewan sales, which had shown a substantial gain in 1936 were down by 2.1 per cent in 1937, the index falling to 68.3 as compared with 69.7 for 1936. Alberta sales advanced 9.8 per cent over 1936 bringing the sales index for the province to 86.3 as compared with 78.7 for the previous year.

The automotive group continued to lead in point of view of increased business, sales for the year amounting to \$80,566,000, an advance of 15.9 per cent over 1936 and more than twice the \$39,339,000 recorded for 1933. The sales index for the group stood at 102.3 for 1937, compared with 88.2 for 1936 and 49.9 for 1933. Motor vehicle dealers contributed largely to the gain in business for the group as a whole. Their sales totalled \$60,144,000 in 1937, an advance of 22.6 per cent over 1936 and 10 per cent more than the amount reported for 1930. Sales of filling stations were down 1.2 per cent. Due largely however to the gain of 10.6 per cent in 1936 the sales index for filling stations in 1937 stood at 100.3.

The advance since 1933 in the sales of the food group, while not so great as that of the automotive trade, has nevertheless been steady and well maintained. In 1937 sales of the food group amounted to \$64,826,000, an increase of 6.3 per cent over 1936. The sales index stood at 78.6 as compared with 74.0 in 1936 and 65.5 in 1933. Sales of restaurants, cafeterias and eating places were up 5.8 per cent, the furniture and household group 4.4 per cent, country general stores 3.9 per cent, the general merchandise group 0.7 per cent, and the building materials group 0.5 per cent. There was practically no change in the apparel group, sales in 1937 amounting to \$22,765,000 as compared with \$22,771,000 in 1936.

Chain Stores

There were 132 different chain store companies operating a total of 1,879 unit stores or branches in the Prairie Provinces in 1937. This is a decrease from 135 chain store companies operating 1,915 units in 1936. In 1937 the total sales of these chains amounted to \$67,059,200 or 15.1 per cent of the total annual sales of all stores including both chains and independents. In 1936 the total sales of chain stores amounted to \$65,853,700 or 15.7 per cent of the sales of both chains and independents. Government liquor stores are included in the chain store category. Figures submitted by the Alberta Liquor Control Board for 1936 and 1937 include an indeterminate amount of sales to licensees at wholesale prices whereas in earlier years only the sales of liquor stores were reported. This factor is responsible for the increase in chain store ratio from 14.9 per cent in 1935 to 15.7 per cent in 1936 and





15.1 per cent in 1937. When the Liquor Control Board figures for all provinces are excluded from both the chain and total sales the chain ratios for the Prairie Provinces as a group are 12.6 per cent for 1935, 12.7 per cent for 1936 and 12.2 per cent for 1937.

The sales of 13 grocery and combination store chain companies operating 348 unit stores amounted to \$16,495,100 in 1937 as compared with \$14,972,100 in 1936. The ratio of chain sales to total sales in this field increased from 35.9 per cent in 1936 to 37.2 per cent in 1937. The 32 companies dealing in lumber and building materials operated 779 units and reported sales of \$10,493,900 or 60.3 per cent of the total business of all retail lumber and building material dealers in the three provinces as compared with 34 companies operating 807 stores in 1936 and recording sales of \$10,903,900. Chains also transacted 12.3 per cent of the drug store business, 14.3 per cent of the business of women's apparel and accessories stores and continued to occupy the dominant position in the variety store field.

#### Manitoba

Retail sales in Manitoba in 1937 totalled \$161,253,000, up 8.6 per cent from the \$148,541,000 recorded for 1936 and exceeding by 32.1 per cent the sales of 1933. The 1937 index of sales for this province on the base 1930 equals 100 stands at 85.2 compared with 78.5 for 1936, 73.4 for 1935 and 64.5 for 1933.

Motor vehicle dealers reported sales 35.8 per cent in excess of the 1936 business. This marked increase is particularly noteworthy in view of the fact that 1936 sales exceeded those for 1935 by 17.5 per cent and 1935 in turn exceeded 1934 by 24.0 per cent. Substantial improvement was also shown in the builders supplies trade. Sales of lumber and building material dealers at \$4,740,000 were up 14.7 per cent and hardware store sales at \$3,676,000 were up 13.2 per cent. While gains in the furniture and household group were not as large they were quite substantial. Sales of household appliance stores exceeded by 13.3 per cent the 1936 figure, and furniture stores gained 10.3 per cent. Radio and music stores alone recorded a slight decline, sales being down by 0.6 per cent from 1936. It is well to note, however, that in this class the 1936 sales exceeded 1935 by 9.1 per cent and 1935 exceeded 1934 by 16.0 per cent.

Sales of grocery and combination stores in 1937 were up 5.8 per cent, country general stores 12.7 per cent, meat markets 10.3 per cent, the apparel group 4.7 per cent, government liquor stores 19.6 per cent, farmers' supply stores 16.2 per cent, book stores 13.0 per cent and office, school and store supplies and equipment dealers 10.7 per cent.

The ratio of chain to total sales remained unchanged from 1936 and 1935 at 11.2 per cent. There were 63 chain store companies with 331 stores in Manitoba in 1937 as compared with 66 chain companies and 355 stores in 1936. Chain sales totalled \$18,027,800 in 1937 as compared with \$16,677,300 in 1936 and \$15,630,600 in 1935.

#### Saskatchewan

The improvement in the retail trade in all other provinces in 1937 was not maintained in Saskatchewan. In this province retail sales of \$129,166,000 were 2.1 per cent below the 1936 figure of \$131,935,000. The index of sales on the base 1930 equals 100 stood at 68.3 for 1937 compared with 69.7 for 1936, 63.2 for 1935 and 54.5 for 1933.

Losses were recorded in many kinds of business and outstanding gains were lacking. Sales of motor vehicle dealers, noted for marked gains in other provinces, were up only 8.8 per cent above the 1936 figure. This is partly compensated for and perhaps is partly explained by the marked increase in the previous two years, 1936 sales exceeding 1935 by 31.4 per cent and 1935 sales exceeding 1934 by 33.7 per cent. The sales index of motor vehicle dealers on the base 1930 equals 100 stood at 90.5 for 1937. Sales of filling stations were down 17.1 per cent and garages 5.0 per cent. Losses were general in the building material group. Sales of lumber and building materials dealers were down 13.7 per cent, the sales index standing at 51.3 as compared with 59.5 the previous year. Hardware store sales were down 12.1 per cent, the sales index standing at 60.9 as compared with 69.3 in 1936. The furniture and household group likewise recorded losses. Furniture stores were down 6.2 per cent, the index falling to 76.5 from 81.6 in 1936. Radio and music stores were down 1.7 per cent with



an index of 42.3 as compared with 43.0 in 1936. A slight gain of 0.7 per cent was recorded by household appliance stores.

Country general stores hardly held their own, falling off 0.8 per cent. The general merchandise group was also down 4.1 per cent and the apparel group 8.6 per cent. Grocery and combination stores on the other hand were up 5.9 per cent and fruit and vegetable stores 9.6 per cent.

There were 82 chain companies in Saskatchewan in 1937 operating 983 unit stores with sales of \$22,717,400. The ratio of chain sales to total sales was 17.6 as compared with 18.2 for 1936 and 19.1 for 1935.

#### Alberta

Retail sales in Alberta totalled \$152,408,000 in 1937, an increase of 9.8 per cent over the previous year. Most lines of business shared in the increased sales. Sales of motor vehicle dealers were up 24.3 per cent as compared with 4.6 per cent the previous year. The index of sales on the base 1930 equals 100 stood at 110.6. Filling stations were down 2.7 per cent.

Sales of hardware stores were up 7.8 per cent; lumber and building materials dealers 7.5 per cent; furniture stores 4.8 per cent; radio and music stores 13.7 per cent; office, school and store supplies and equipment dealers 20.7 per cent; book stores 14.4 per cent; restaurants, cafeterias and eating places 9.4 per cent; government liquor stores 7.0 per cent.

Ratio of chain to total sales decreased from 17.4 in 1936 to 17.3 in 1937. In 1937 there were 79 chain companies operating 565 unit stores with sales of \$26,314,000 as compared with 81 chain companies in 1936 operating 574 unit stores and recording \$24,189,500 sales.

#### Scope of Report

This report is based upon returns received from all chain store companies and from a representative number of independent stores operating in the various lines of business for which data are shown in the attached tables. The reports which have been secured have been used in determining the most probable value of sales for those units which do not report to the annual census so that the sales figures given here relate to the total retail trade and not to the business transacted by the reporting firms only. Since reports are not received from all stores for this annual census, it is not possible to state the total number of trading establishments operating during years subsequent to 1930. In all, including both chain and independent stores, returns were received covering approximately 7,600 establishments in the Prairie Provinces and it is estimated that those transacted about 74 per cent of the total retail trade.

It should be clearly understood that all retail sales figures given in this report relate to stores grouped according to kind of business and not to commodity sales. Grocery stores sell a number of lines of goods in addition to strictly grocery items. Drug stores are not restricted to the sale of drugs and medicines. On the other hand, groceries are sold in many kinds of stores in addition to those units classified as grocery stores. Country general stores and department stores are especially active in some districts in the sale of these commodities.





PRAIRIE PROVINCES - RETAIL MERCHANDISE TRADE, 1937

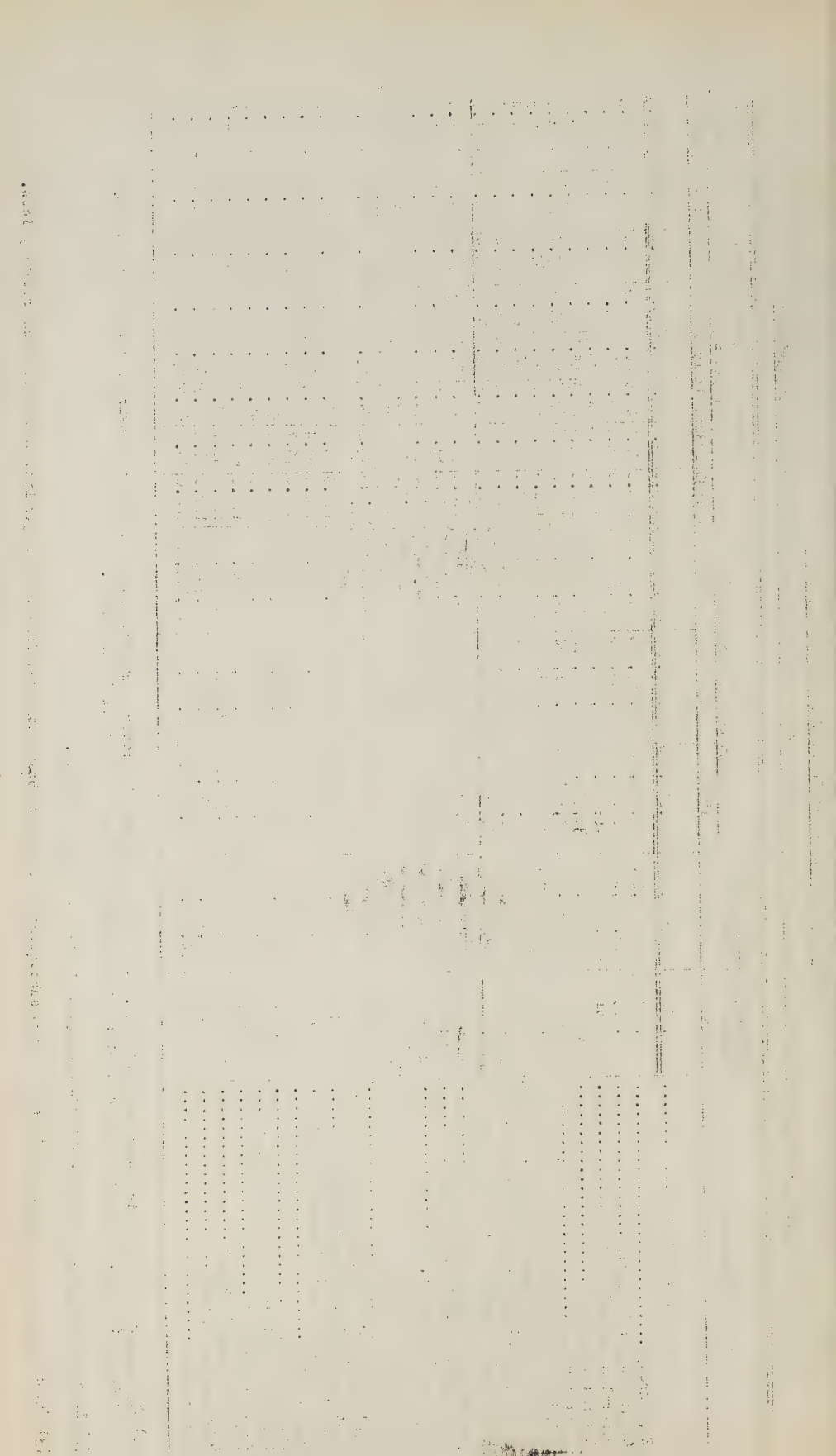
Table 1.--Total Net Sales and Sales Indexes, for Kind of Business Groups and Selected Kinds of Business

Kind of Business	Stores and Sales, 1930		Total Net Sales, Estimated (2)		Indexes of Retail Sales (1930 = 100)								% of Change, 1937/36
	Number (1) of Stores	Total Net Sales	1933	1936	1937	1930	1932	1933	1934	1935	1936	1937	
Total, All Stores .....	26,292	554,962,100	334,210,000	419,329,000	442,827,000	100.0	64.8	60.2	65.9	70.1	75.6	79.8	+ 5.6
Food group .....	6,448	82,426,200	53,985,000	60,999,000	64,826,000	100.0	70.9	65.5	68.0	70.9	74.0	78.6	+ 6.3
Country General Stores .....	3,693	82,009,600	51,824,000	61,114,000	63,520,000	100.0	66.6	63.2	69.3	71.4	74.5	77.5	+ 3.9
General Merchandise Group .....	251	107,644,900	76,409,000	86,563,000	87,201,000	100.0	73.4	71.0	73.7	76.3	80.4	81.0	+ 0.7
Automotive Group .....	3,255	78,774,300	39,339,000	69,506,000	80,566,000	100.0	52.7	49.9	65.8	77.4	88.2	102.3	+ 15.9
Apparel Group .....	1,294	30,516,800	19,707,000	22,771,000	22,765,000	100.0	69.6	63.7	68.7	71.5	73.7	73.6	+ 0.0
Building Materials Group .....	2,455	50,359,600	25,731,000	34,083,000	34,240,000	100.0	58.2	51.1	57.2	61.9	67.7	68.0	+ 0.5
Furniture and Household Group .....	399	13,181,700	7,054,000	9,325,000	9,737,000	100.0	62.0	53.5	58.1	65.4	70.7	73.9	+ 4.4
Restaurants, Cafeterias and Eating Places .....	1,327	17,101,600	8,697,000	9,815,000	10,388,000	100.0	59.2	50.9	52.6	55.2	57.4	60.7	+ 5.8
Other Retail Stores .....	7,170	92,547,400	51,464,000	65,153,000	69,584,000	100.0	61.5	55.6	59.2	62.4	70.4	75.2	+ 6.8
Grocery and combination stores .....	3,114	52,803,600	37,133,000	41,656,000	44,339,000	100.0	76.4	70.3	72.5	75.3	78.9	84.0	+ 6.4
Meat markets (including sea foods) .....	1,183	14,581,500	7,426,000	8,744,000	9,236,000	100.0	55.0	50.9	56.4	59.5	60.0	63.3	+ 5.6
Department stores .....	24	96,588,600	67,936,000	76,152,000	76,295,000	100.0	73.0	70.3	72.6	75.0	78.8	79.0	+ 0.2
Variety stores .....	39	5,270,900	4,430,000	5,331,000	5,588,000	100.0	86.2	84.0	89.3	92.8	101.1	106.0	+ 4.8
Motor vehicle dealers .....	912	54,632,900	23,830,000	49,058,000	60,144,000	100.0	45.2	43.6	60.8	77.7	89.8	110.1	+ 22.6
Filling stations(3) .....	1,066	12,371,200	9,195,000	12,551,000	12,403,000	100.0	78.9	74.3	93.7	91.8	101.5	100.3	+ 1.2
Men's and boy's clothing and furnishing stores (includes custom tailors) .....	616	9,902,600	6,051,000	7,523,000	7,622,000	100.0	64.9	61.1	67.0	73.1	76.0	77.0	+ 1.3
Women's apparel and accessories stores ..	398	9,937,500	6,286,000	6,941,000	7,009,000	100.0	69.4	63.3	68.7	68.0	69.8	70.5	+ 1.0
Shoe stores .....	153	3,626,500	2,436,000	2,816,000	2,848,000	100.0	75.7	67.2	71.9	74.5	77.7	78.5	+ 1.1
Hardware stores .....	1,044	20,401,400	11,772,000	14,593,000	14,594,000	100.0	63.5	57.7	65.0	67.7	71.1	71.5	+ 0.6
Lumber and building material dealers ..	1,272	27,241,000	12,623,000	17,503,000	17,415,000	100.0	54.1	46.3	51.6	57.5	64.3	63.9	+ 0.5
Furniture stores .....	125	4,314,000	2,369,000	3,604,000	3,700,000	100.0	68.2	66.5	70.2	78.5	83.5	85.8	+ 2.7
Radio and music stores .....	142	5,356,600	2,346,000	2,902,000	2,982,000	100.0	58.1	43.8	45.1	50.5	54.2	55.7	+ 2.8
Coal and wood yards .....	387	11,749,200	8,136,000	8,850,000	8,745,000	100.0	78.1	69.2	64.7	69.8	75.3	74.4	+ 1.2
Drug stores .....	883	14,525,600	9,818,000	11,243,000	11,719,000	100.0	75.2	67.6	69.9	73.1	77.4	80.7	+ 4.2

(1) The number of stores is shown only for 1930. Total sales figures for later years are estimated upon the basis of returns from a sample number of firms. The total number of stores in operation in these later years is not known.

(2) In some instances, figures for years subsequent to 1930 have been revised.

(3) Sales figures for filling stations for years subsequent to 1930 have been estimated from data on gasoline consumption and retail prices.



PRAIRIE PROVINCES - RETAIL MERCHANDISE TRADE, 1937

Table 2.--Number of Chains, Chain Stores, Total Chain Store Sales and Percentage of Chain Store Sales to Total Sales, by Years

	1930	1933	1936	1937
<b>ALL STORES, TOTAL -</b>				
Chains .....	171	149	135	132
Stores (maximum) ..	2,350	2,057	1,915	1,879
Chain sales .....	\$ 81,080,600	\$ 51,644,400	\$ 65,853,700	\$ 67,059,200
Total sales .....	\$554,962,100	\$334,210,000	\$419,329,000	\$442,827,000
%, chains to total	14.6	15.5	15.7	15.1
<b>Grocery and Combination Stores -</b>				
Chains .....	16	15	12	13
Stores (maximum) ..	364	344	337	348
Chain sales .....	\$ 17,015,000	\$ 12,973,900	\$ 14,972,100	\$ 16,495,100
Total sales .....	\$ 52,803,600	\$ 37,133,000	\$ 41,656,000	\$ 44,339,000
%, chains to total	32.2	34.9	35.9	37.2
<b>Variety Stores -</b>				
Chains .....	4	4	4	4
Stores (maximum) ..	29	30	34	35
Chain sales .....	\$ 4,357,500	\$ 4,128,500	\$ 4,962,600	\$ 5,257,600
Total sales .....	\$ 5,270,900	\$ 4,430,000	\$ 5,331,000	\$ 5,588,000
%, chains to total	92.2	93.2	93.1	94.1
<b>Men's and Boys' Clothing and Furnishings Stores (includes custom tailors) -</b>				
Chains .....	4	3	5	5
Stores (maximum) ..	16	13	17	21
Chain sales .....	\$ 765,000	\$ 475,000	\$ 624,000	\$ 690,200
Total sales .....	\$ 9,902,600	\$ 6,051,000	\$ 7,523,000	\$ 7,622,000
%, chains to total	7.7	7.8	8.3	9.1
<b>Women's Apparel and Accessories Stores -</b>				
Chains .....	8	3	4	4
Stores (maximum) ..	36	20	24	24
Chain sales .....	\$ 2,262,400	\$ 993,400	\$ 1,065,200	\$ 1,003,400
Total sales .....	\$ 9,937,500	\$ 6,286,000	\$ 6,941,000	\$ 7,009,000
%, chains to total	22.8	15.8	15.3	14.3
<b>Restaurants, Cafeterias and Eating Places -</b>				
Chains .....	7	6	6	6
Stores (maximum) ..	35	32	31	31
Chain Sales .....	\$ 1,127,000	\$ 605,200	\$ 622,100	\$ 647,300
Total Sales .....	\$ 17,101,600	\$ 8,697,000	\$ 9,815,000	\$ 10,388,000
%, chains to total	6.6	7.0	6.3	6.2
<b>Drug Stores -</b>				
Chains .....	7	6	6	6
Stores (maximum) ..	37	36	36	36
Chain sales .....	\$ 1,778,600	\$ 1,183,000	\$ 1,374,200	\$ 1,436,000
Total sales .....	\$ 14,525,600	\$ 9,818,000	\$ 11,243,000	\$ 11,719,000
%, chains to total	12.2	12.1	12.2	12.3
<b>Lumber and Building Material Dealers -</b>				
Chains .....	41	38	34	32
Yards (maximum) ..	1,009	860	807	779
Chain sales .....	\$ 16,829,300	\$ 8,101,200	\$ 10,903,900	\$ 10,493,900
Total sales .....	\$ 27,241,000	\$ 12,623,000	\$ 17,503,000	\$ 17,415,000
%, chains to total	61.8	64.2	62.3	60.3

Note: In some instances, figures for years subsequent to 1930 have been revised.





Table 3. -- Comparison of Total Sales and Chain Store Sales, by Provinces

	1930	1933	1934	1935	1936	1937
<b>Prairie Provinces -</b>						
Number of chains .	171	149	146	144	135	132
Stores (maximum) .	2,350	2,057	2,029	1,973	1,915	1,879
Chain sales . . . . .	\$ 81,080,600	\$ 51,644,400	\$ 56,105,500	\$ 58,075,800	\$ 65,853,700	\$ 67,059,200
Total sales . . . . .	\$554,962,100	\$334,210,000	\$365,543,000	\$389,166,000	\$419,329,000	\$442,182,000
% chains to total	14.6	15.5	15.3	14.9	15.7	15.1
<b>Manitoba -</b>						
Number of chains .	91	73	70	72	66	63
Stores (maximum) .	434	374	364	370	355	331
Chain sales . . . . .	\$ 22,105,800	\$ 13,619,700	\$ 14,942,100	\$ 15,630,600	\$ 16,677,300	\$ 18,027,800
Total sales . . . . .	\$189,243,900	\$122,045,000	\$131,390,000	\$138,947,000	\$148,541,000	\$161,253,000
% chains to total	11.7	11.2	11.4	11.2	11.2	11.2
<b>Saskatchewan -</b>						
Number of chains .	101	90	88	88	82	82
Stores (maximum) .	1,234	1,046	1,038	1,009	986	983
Chain sales . . . . .	\$ 34,056,300	\$ 20,755,200	\$ 22,104,000	\$ 22,788,800	\$ 23,986,900	\$ 22,717,400
Total sales . . . . .	\$189,181,100	\$103,091,000	\$112,314,000	\$119,586,000	\$131,935,000	\$129,166,000
% chains to total	18.0	20.1	19.7	19.1	18.2	17.6
<b>Alberta(1) -</b>						
Number of chains .	104	93	92	87	81	79
Stores (maximum) .	682	637	627	594	574	565
Chain sales . . . . .	\$ 24,918,500	\$ 17,269,500	\$ 19,059,400	\$ 19,656,400	\$ 24,189,500	\$ 26,314,000
Total sales . . . . .	\$176,537,100	\$109,074,000	\$121,839,000	\$130,633,000	\$138,853,000	\$152,408,000
% chains to total	14.1	15.6	15.6	15.0	17.4	17.3

(1) Figures for 1936 and 1937 for Alberta include an indeterminate amount of sales at wholesale prices by the Alberta Liquor Control Board.



PRAIRIE PROVINCES - RETAIL MERCHANDISE TRADE, 1937

Table 4.--Comparison of Department Store Sales by Commodity Groups for 1936 and 1937

Department	Sales in 1936	Sales in 1937	% of Change
Total Sales, All Departments .....	76,152,000	76,295,000	+ 0.2
Women's dresses, coats and suits (including sports wear and house dresses) .....	5,631,000	5,481,400	- 2.7
Girls' and infants' wear .....	2,280,600	2,323,600	+ 1.9
Hosiery and gloves .....	3,634,000	3,708,500	+ 2.1
Lingerie and corsets (including negligees and robes, knit underwear, nurses' and maids' uniforms) .....	3,470,000	3,430,300	- 1.1
Millinery .....	839,100	840,100	+ 0.1
Women's, girls' and infants' apparel and accessories, total (Sum of above) .....	15,854,700	15,783,900	- 0.4
Men's and boys' clothing and furnishings .....	10,093,800	9,960,800	- 1.3
Drugs and toilet articles and preparations (including cameras and photographic supplies) .....	2,697,100	2,703,300	+ 0.2
Piece goods (silks, woolsens, cottons, linens), patterns, linens and bedding .....	6,035,500	5,922,200	- 1.9
Small wares - laces, handkerchiefs, neckwear, ribbons, buttons, thread, yarns .....	2,909,400	2,888,600	- 0.7
Food and kindred products (groceries, meats, provisions, candies, fruit and vegetables). Do not include restaurant receipts .....	10,840,600	10,739,700	- 0.9
Furniture (including mattresses, springs) .....	2,932,000	3,081,400	+ 5.1
Home furnishings - draperies, curtains, floor coverings, china, glassware, pictures, window shades .....	3,300,900	3,403,800	+ 3.1
Household appliances and electrical supplies - washing machines, sewing machines, electric irons, vacuum cleaners, refrigerators, stoves, electrical fixtures, lamps .....	1,376,200	1,562,400	+13.5
Hardware and kitchen utensils (including paints, wallpaper) .....	2,269,400	2,317,100	+ 2.1
Radios, musical instruments and supplies .....	1,317,900	1,233,800	- 6.4
Shoes and other footwear (men's, women's and children's) ..	5,991,400	6,000,600	+ 0.2
Stationery, books and magazines .....	1,176,300	1,233,600	+ 4.9
Jewellery and optical goods (including clocks, watches, silverware, plated ware) .....	1,632,400	1,645,200	+ 0.8
All other departments, total .....	7,724,400	7,818,600	+ 1.2
(Difference between sum of individual items and grand totals)			

Note: The departmental groupings shown above have been revised from those used in earlier reports.





Table 5.--MANITOBA - Total Net Sales and Sales Indexes, by Kinds of Business

Kind of Business	Stores and Sales, 1930 Number (1) of stores	Total Net Sales, Estimated (2)				Indexes of Retail Sales (1930 = 100)						% of Change, 1937/36	
		1933 \$	1936 \$	1937 \$	1930	1932	1933	1934	1935	1936	1937		
					100.0	69.6	64.5	69.4	73.4	78.5	85.2		
Total, All Stores .....	6,859	189,243,900	122,045,000	148,541,000	161,253,000	100.0	69.6	64.5	69.4	73.4	78.5	85.2	+ 8.6
Food Group .....	2,242	27,410,900	19,048,000	21,354,000	22,804,000	100.0	76.4	69.5	71.4	74.1	77.9	83.2	+ 6.8
Candy and confectionery stores .....	353	3,480,100	2,342,000	2,519,000	2,733,000	100.0	72.6	67.3	65.3	69.1	72.4	78.5	+ 8.5
Grocery and combination stores .....	1,327	18,915,700	13,733,000	15,139,000	16,017,000	100.0	80.0	72.6	74.2	76.1	80.0	84.7	+ 5.8
Meat markets (including sea foods) .....	275	3,309,500	1,747,000	2,233,000	2,463,000	100.0	58.9	52.8	59.6	65.0	67.5	74.4	+ 10.3
Country General Stores .....	852	15,542,700	9,963,000	11,872,000	13,380,000	100.0	66.6	64.1	69.7	70.7	76.4	86.1	+ 12.7
General Merchandise Group .....	87	64,344,000	45,674,000	50,826,000	50,938,000	100.0	73.7	71.0	73.1	76.4	79.0	79.2	+ 0.2
Automotive Group .....	758	20,605,500	11,684,000	20,864,000	26,521,000	100.0	58.8	56.7	77.3	89.0	101.3	128.7	+ 27.1
Motor vehicle dealers .....	163	13,587,300	6,200,000	13,626,000	18,505,000	100.0	47.7	45.6	68.8	85.3	100.3	136.2	+ 35.8
Filling stations (3) .....	288	3,871,500	3,566,000	4,886,000	5,459,000	100.0	89.9	92.1	114.8	116.7	126.2	141.0	+ 11.7
Garages .....	273	2,683,500	1,632,000	1,980,000	2,160,000	100.0	67.6	60.8	66.5	70.1	73.8	80.5	+ 9.1
Apparel Group .....	432	9,597,200	6,376,000	7,518,000	7,874,000	100.0	71.1	66.4	72.9	75.2	78.3	82.0	+ 4.7
Men's and boy's clothing and furnishings (includes custom tailors) .....	201	2,750,000	1,628,000	2,055,000	2,202,000	100.0	64.1	59.2	65.3	69.5	74.7	80.1	+ 7.2
Family clothing stores .....	30	1,794,600	1,335,000	1,592,000	1,625,000	100.0	77.5	74.4	70.3	84.1	88.7	90.5	+ 2.1
Women's apparel and accessories stores .....	152	3,713,000	2,507,000	2,823,000	2,950,000	100.0	72.1	67.5	76.6	75.9	76.1	79.4	+ 4.3
Shoe stores .....	41	1,338,800	906,000	1,043,000	1,097,000	100.0	74.1	67.7	71.4	72.9	77.9	81.9	+ 5.2
Building Materials Group .....	417	12,173,400	6,306,000	8,740,000	9,236,000	100.0	57.9	51.3	58.6	63.2	71.8	81.6	+ 13.7
Hardware stores .....	186	4,070,500	2,520,000	3,247,000	3,676,000	100.0	67.4	61.9	72.3	72.5	79.8	90.3	+ 13.2
Lumber and building material dealers ..	176	6,430,200	2,951,000	4,132,000	4,740,000	100.0	51.8	45.9	50.5	57.2	64.3	73.7	+ 14.7
Electrical, heating and plumbing, paint and glass shops .....	48	514,900	235,000	370,000	372,000	100.0	58.7	45.6	50.9	60.4	71.9	72.2	+ 0.6
Furniture and Household Group .....	101	3,740,800	2,043,000	2,840,000	2,896,000	100.0	68.8	54.6	63.3	68.5	75.9	80.1	+ 5.5
Furniture stores .....	32	674,300	402,000	546,000	602,000	100.0	60.2	59.6	64.5	72.5	81.0	89.3	+ 10.3
Household appliance stores .....	15	1,100,300	(4)	777,000	860,000	100.0	57.2	(4)	53.5	61.5	70.6	79.9	+ 13.3
Radio and music stores .....	40	1,732,300	982,000	1,394,000	1,366,000	100.0	79.2	55.1	61.8	71.7	78.2	77.8	+ 0.6



Table 5.--MANITOBA - Total Net Sales and Sales Indexes, by Kinds of Business (Cont'd.)

Kind of Business	Stores and Sales, 1930		Total Net Sales, Estimated(2)					Indexes of Retail Sales (1930 = 100)					% of Change, 1937/1936			
	Number(1) of Stores	Total Net Sales	1933		1936		1937		1930	1932	1933	1934		1935	1936	1937
			\$	\$	\$	\$	\$	\$								
Restaurants, Cafeterias and Eating Places .....	338	5,553,300	2,682,000	2,857,000	3,031,000	100.0	60.3	48.3	48.4	49.5	51.4	54.6	54.6	54.6	+ 6.1	
Other Retail Stores .....	1,625	30,276,100	18,269,000	21,670,000	23,773,000	100.0	69.6	60.3	62.7	65.9	71.6	78.5	78.5	78.5	+ 9.7	
Farmer's supply stores .....	232	2,753,700	1,597,000	1,932,000	2,245,000	100.0	63.1	58.0	67.6	67.1	70.2	81.5	81.5	81.5	+ 16.2	
Book stores .....	18	801,400	354,000	407,000	460,000	100.0	55.3	44.2	45.3	46.8	50.8	57.4	57.4	57.4	+ 13.0	
Coal and wood yards .....	159	7,181,300	4,862,000	5,343,000	5,407,000	100.0	75.7	67.7	63.0	67.8	74.4	75.3	75.3	75.3	+ 1.2	
Drug stores .....	220	4,294,000	3,070,000	3,563,000	3,848,000	100.0	81.0	71.5	72.5	77.0	83.0	89.6	89.6	89.6	+ 8.0	
Florists .....	28	688,700	378,000	482,000	511,000	100.0	65.3	54.9	55.5	62.9	70.0	74.2	74.2	74.2	+ 6.1	
Jewellery stores .....	59	1,600,000	856,000	1,260,000	1,425,000	100.0	57.9	53.5	71.6	78.4	78.8	89.1	89.1	89.1	+ 13.1	
Office, school and store supplies and equipment dealers .....	39	1,658,500	700,000	1,077,000	1,192,000	100.0	52.0	42.2	46.9	55.2	64.9	71.9	71.9	71.9	+ 10.7	
Tobacco stores and stands .....	73	981,100	751,000	869,000	930,000	100.0	88.0	76.5	80.6	80.9	88.6	94.8	94.8	94.8	+ 7.0	
Government liquor stores .....	15	3,927,500	2,214,000	2,634,000	3,151,000	100.0	75.6	56.4	57.8	59.3	67.1	80.2	80.2	80.2	+ 19.6	
Miscellaneous kinds of business (in- cluding secondhand stores) .....	782	6,389,900	3,487,000	4,103,000	4,604,000	100.0	61.2	54.6	58.8	60.0	64.2	72.1	72.1	72.1	+ 12.2	

(1) The number of stores is shown only for 1930. Total sales figures for later years are estimated upon the basis of returns from a sample number of firms. The total number of stores in operation in these later years is not known.

(2) In some instances, figures for years subsequent to 1930 have been revised.

(3) Sales figures for filling stations for years subsequent to 1930 have been estimated from data on gasoline consumption and retail prices.

(4) Figures for this classification for 1933 are not considered sufficiently complete to warrant publishing. They are included, however, in the totals.

Note: Group totals may include figures for classifications not separately shown.



Table 6.---SASKATCHEWAN -- Total Net Sales and Sales Indexes, by Kinds of Business

Kind of Business	Stores and Sales, 1930		Total Net Sales, Estimated(2)		Indexes of Retail Sales (1930 = 100)					% of Change 1937/1937/36		
	Number(1) of Stores	Total Net Sales	1933	1936	1937	1930	1932	1933	1934		1935	1936
Total, all Stores .....	10,841	189,181,100	103,091,000	131,935,000	222,166,000	100.0	52.2	54.5	52.4	63.2	59.7	68.3
Food Group .....	2,046	25,877,700	15,464,000	17,112,000	17,832,000	100.0	65.0	59.8	60.7	63.0	66.2	68.9
Candy and confectionery stores .....	386	2,810,800	1,459,000	1,613,000	1,602,000	100.0	54.1	51.9	50.0	51.4	57.4	57.0
Fruit and vegetable stores .....	31	354,900	248,000	301,000	330,000	100.0	75.8	69.9	74.4	72.7	84.8	93.0
Grocery and combination stores .....	889	16,944,300	10,726,000	11,640,000	12,328,000	100.0	69.5	63.3	63.6	65.6	68.7	72.8
Meat markets (including sea foods) .....	483	4,746,200	2,383,000	2,733,000	2,678,000	100.0	53.4	50.2	54.6	56.9	57.6	56.4
Country General Stores .....	1,641	37,710,000	23,083,000	27,699,000	27,477,000	100.0	64.5	61.2	67.5	70.1	73.5	72.9
General Merchandise Group .....	71	20,102,400	13,268,000	16,891,000	16,191,000	100.0	71.0	69.5	73.5	73.2	84.0	80.5
Automotive Group .....	1,382	27,048,700	11,259,000	21,866,000	22,452,000	100.0	45.8	41.6	53.0	63.7	80.8	83.0
Motor vehicle dealers .....	421	18,666,000	6,776,000	15,526,000	16,889,000	100.0	38.9	36.3	47.3	63.3	83.2	90.5
Filling stations(3) .....	391	4,004,200	2,415,000	3,592,000	2,979,000	100.0	69.0	60.3	80.2	76.7	89.7	74.4
Garages .....	534	3,909,600	1,830,000	2,515,000	2,389,000	100.0	53.4	46.8	52.4	54.7	64.3	61.1
Apparel Group .....	373	10,231,900	5,990,000	7,326,000	6,693,000	100.0	67.2	58.5	62.7	68.0	71.6	65.4
Men's and bo. s' clothing and furnishings (includes custom tailors) .....	182	3,073,600	1,898,000	2,623,000	2,342,000	100.0	66.3	61.8	69.4	78.2	85.3	76.2
Family clothing stores .....	38	3,959,800	2,356,000	2,701,000	2,447,000	100.0	69.4	59.5	62.9	67.5	68.2	61.8
Women's apparel and accessories stores ..	110	2,294,500	1,241,000	1,353,000	1,266,000	100.0	66.3	54.1	53.1	55.3	59.0	55.2
Shoe stores .....	43	906,000	495,000	649,000	638,000	100.0	63.2	54.8	63.4	67.6	71.8	70.6
Building Materials Group .....	1,276	22,612,200	10,784,000	14,331,000	12,449,000	100.0	55.6	47.7	51.9	57.7	63.4	55.1
Hardware stores .....	526	8,829,000	4,821,000	6,120,000	5,379,000	100.0	60.9	54.6	59.4	65.6	69.3	60.9
Lumber and building material dealers ...	717	13,473,100	5,820,000	8,013,000	6,915,000	100.0	52.0	43.2	47.0	52.4	59.5	51.3

(1), (2) and (3): See footnotes on page 11.





Table 6.--SASKATCHEWAN - Total Net Sales and Sales Indexes, by Kinds of Business (Cont'd.)

Kind of Business	Stores and Sales, 1930 Number (1) of Stores	Total Net Sales, Estimated (2)				Indexes of Retail Sales (1930 = 100)										% of Change, 1937/36
		Total Net Sales, Estimated (2)														
		1933 \$	1936 \$	1937 \$	1937 %	1930	1932	1933	1934	1935	1936	1937				
Furniture and Household Group.	142	4,087,300	1,950,000	2,728,000	2,660,000	100.0	56.1	47.7	51.5	58.4	66.7	65.1	- 2.5			
Furniture stores .....	42	1,188,100	778,000	969,000	909,000	100.0	72.5	65.5	65.7	76.3	81.6	76.5	- 6.2			
Household appliance stores .....	47	1,009,600	480,000	940,000	947,000	100.0	57.0	47.5	61.5	74.2	93.1	93.8	+ 0.7			
Radio and music stores .....	42	1,793,200	646,000	771,000	758,000	100.0	44.9	36.0	36.6	38.1	43.0	42.3	- 1.7			
Restaurants, Cafeterias and Eating Places .....	506	5,551,900	2,759,000	3,224,000	3,272,000	100.0	55.2	49.7	52.2	55.2	58.1	58.9	+ 1.5			
Other Retail Stores .....	3,404	35,959,000	17,834,000	20,751,000	20,133,000	100.0	54.0	49.6	52.6	54.1	57.7	56.0	- 3.0			
Farmers' supply stores .....	903	4,281,900	1,875,000	2,473,000	2,756,000	100.0	51.1	43.8	47.5	51.5	57.8	64.4	+ 11.4			
Book stores .....	10	423,300	187,000	223,000	214,000	100.0	55.3	44.2	45.4	49.1	52.7	50.6	- 4.0			
Coal and wood yards .....	147	3,678,300	2,582,000	2,771,000	2,644,000	100.0	81.2	70.2	63.9	68.7	75.3	71.9	- 4.6			
Drug stores .....	374	4,988,000	3,098,000	3,616,000	3,587,000	100.0	68.8	62.1	66.0	68.5	72.5	71.9	- 0.8			
Florists .....	15	297,000	163,000	192,000	194,000	100.0	65.3	54.9	55.6	62.0	64.6	65.3	+ 1.0			
Jewellery stores .....	108	1,103,300	541,000	739,000	676,000	100.0	49.0	45.0	52.9	60.0	67.0	61.3	- 8.5			
Office, school and store supplies and equipment dealers .....	30	956,400	421,000	632,000	574,000	100.0	63.3	44.0	48.8	59.4	66.1	60.0	- 9.2			
Tobacco stores and stands .....	89	945,900	587,000	653,000	671,000	100.0	74.2	62.1	62.4	64.7	69.0	70.9	+ 2.8			
Government liquor stores .....	224	9,226,800	4,824,000	4,216,000	3,670,000	100.0	51.9	52.3	56.4	46.9	45.7	39.8	- 13.0			
Miscellaneous kinds of business (includ- ing secondhand stores) .....	1,504	10,058,100	3,556,000	5,236,000	5,147,000	100.0	37.2	35.4	40.1	47.2	52.1	51.2	- 1.7			

(1) The number of stores is shown only for 1930. Total sales figures for later years are estimated upon the basis of returns from a sample number of firms. The total number of stores in operation in these later years is not known.

(2) In some instances, figures for years subsequent to 1930 have been estimated from data on gasoline consumption and retail prices.

(3) Sales figures for filling stations for years subsequent to 1930 have been estimated from data on gasoline consumption and retail prices.

Note: Group totals may include figures for classifications not separately shown.



Table 7.-ALBERTA - Total Net Sales and Sales Indexes, by Kinds of Business

Kind of Business	Stores and Sales, 1930		Total Net Sales, Estimated (2)				Indexes of Retail Sales (1930 = 100)							% of Change, 1937/36
	Number (1) of Stores	Total Net Sales	1933	1936	1937		1930	1932	1933	1934	1935	1936		
Total, All Stores .....	8,592	176,537,100	109,074,000	138,853,000	152,408,000		100.0	65.6	61.8	69.0	74.0	78.7	86.3	+ 9.8
Subtotal - Liquor Control Board Sales excluded .....	8,558	171,859,200	106,376,000	131,192,000	144,214,000		100.0	65.7	61.9	69.0	73.8	76.3	83.9	+ 9.9
Food Group .....	2,153	29,137,600	19,473,000	22,526,000	24,183,000		100.0	70.9	66.8	71.2	74.9	77.3	83.0	+ 7.4
Candy and confectionery stores .....	473	3,732,300	2,176,000	2,316,000	2,411,000		100.0	60.1	58.3	59.8	61.1	62.1	64.6	+ 4.1
Fruit and vegetable stores .....	49	286,700	224,000	268,000	294,000		100.0	83.0	78.1	83.0	81.6	83.5	102.5	+ 9.6
Grocery and combination stores .....	898	16,943,600	12,674,000	14,877,000	15,994,000		100.0	79.4	74.8	79.5	84.3	87.8	94.4	+ 7.5
Meat markets (including sea foods) .....	425	6,525,800	3,296,000	3,778,000	4,095,000		100.0	54.3	50.5	56.2	58.5	57.9	62.8	+ 8.4
Country General Stores .....	1,200	28,756,900	18,778,000	21,543,000	22,663,000		100.0	69.3	65.3	71.6	73.5	74.9	78.8	+ 5.2
General Merchandise Group .....	93	23,198,500	16,767,000	18,246,000	20,072,000		100.0	74.9	72.3	75.5	78.7	81.2	87.5	+ 6.5
Automotive Group .....	1,115	31,120,100	16,386,000	26,776,000	31,523,000		100.0	54.7	52.5	62.3	61.7	86.0	101.5	+ 18.0
Motor vehicle dealers .....	328	22,375,600	10,854,000	19,506,000	24,750,000		100.0	48.9	43.5	67.3	85.0	88.9	110.6	+ 24.3
Filling stations(3) .....	387	4,495,500	3,214,000	4,073,000	3,965,000		100.0	78.2	71.5	87.7	83.7	90.6	88.2	+ 2.7
Garages .....	355	3,515,700	1,923,000	2,287,000	2,363,000		100.0	60.3	54.7	60.8	61.9	65.1	67.2	+ 3.3
Apparel Group .....	489	11,087,700	7,341,000	7,927,000	8,198,000		100.0	70.5	66.2	70.4	71.5	71.5	73.9	+ 3.4
Men's and boys' clothing and furnishings (includes custom tailors) .....	233	4,079,000	2,525,000	2,845,000	3,078,000		100.0	64.3	61.9	66.3	71.6	69.7	75.5	+ 8.2
Family clothing stores .....	51	1,695,800	1,243,000	1,198,000	1,214,000		100.0	77.7	73.3	74.5	72.5	70.6	71.6	+ 1.3
Women's apparel and accessories stores ..	136	3,929,200	2,538,000	2,760,000	2,793,000		100.0	68.6	64.6	70.2	67.8	70.2	71.1	+ 1.2
Shoe stores .....	69	1,383,700	1,035,000	1,124,000	1,113,000		100.0	85.5	74.8	78.1	80.5	81.2	80.4	+ 1.0
Building Materials Group .....	762	15,574,000	8,641,000	11,012,000	11,855,000		100.0	62.1	55.5	63.8	67.1	70.7	76.1	+ 7.7
Hardware stores .....	332	7,501,900	4,431,000	5,138,000	5,539,000		100.0	64.5	59.1	67.5	67.6	68.5	73.8	+ 7.8
Lumber and building material dealers .....	379	7,337,700	3,852,000	5,358,000	5,760,000		100.0	60.0	52.5	61.0	67.1	73.0	78.5	+ 7.5

(1), (2) and (3): See footnotes on page 13.

(1), (2) and (3): See footnotes on page 13.





Table 7.--ALBERTA - Total Net Sales and Sales Indexes, by Kinds of Business (Cont'd.)

Kind of Business	Number (1) of Stores	Stores and Sales, 1930		Total Net Sales, Estimated (2)		Indexes of Retail Sales (1930 = 100)						% of Change, 1937/36
		Total Net Sales	1930	1936	1937	1930	1932	1933	1934	1935	1936	1937
Furniture and Household Group	156	5,353,600	3,061,000	3,757,000	4,081,000	100.0	61.6	57.2	61.7	68.5	70.2	76.2 + 8.6
Furniture stores .....	51	2,451,600	1,689,000	2,089,000	2,189,000	100.0	68.3	68.9	74.0	81.2	85.2	89.3 + 4.8
Household appliance stores .....	26	857,000	503,000	758,000	874,000	100.0	66.4	58.7	77.6	89.4	88.4	102.0 + 15.3
Radio and music stores .....	60	1,781,100	718,000	737,000	838,000	100.0	50.2	40.3	36.9	41.8	41.4	47.0 + 13.7
Restaurants, Cafeterias and Eating Places .....	483	5,996,400	3,256,000	3,734,000	4,085,000	100.0	61.9	54.3	57.0	60.6	62.3	68.1 + 9.4
Other Retail Stores .....	2,141	26,312,300	15,361,000	22,732,000	25,678,000	100.0	62.4	58.4	64.4	69.6	86.4	97.6 + 13.0
Farmers' supply stores .....	404	2,134,800	1,358,000	1,881,000	2,092,000	100.0	56.0	63.6	70.2	74.7	88.1	98.0 + 11.2
Book stores .....	13	603,800	267,000	333,000	358,000	100.0	55.3	44.2	45.2	47.2	51.8	59.3 + 14.4
Coal and wood yards .....	81	889,600	692,000	736,000	694,000	100.0	84.5	77.8	81.9	90.3	82.7	78.0 + 5.7
Drug stores .....	269	5,243,600	3,550,000	4,064,000	4,284,000	100.0	76.4	69.6	71.5	74.3	77.5	81.7 + 5.4
Florists .....	24	506,100	222,000	286,000	270,000	100.0	52.2	43.9	44.5	47.2	51.4	53.3 + 3.7
Jewellery stores .....	93	1,367,200	756,000	962,000	1,052,000	100.0	54.3	55.3	63.0	70.0	70.4	76.9 + 9.4
Office, school and store supplies and equipment dealers .....	38	1,087,100	418,000	628,000	758,000	100.0	49.7	38.4	43.7	50.0	57.7	69.6 + 20.7
Tobacco stores and stands .....	102	1,119,400	728,000	709,000	747,000	100.0	69.9	65.0	64.5	64.0	63.3	66.7 + 5.4
Government liquor stores .....	34	4,677,900	2,698,000	4,766,000	4,819,000	100.0	62.6	57.7	68.9	79.7	(x)	7.0 + 7.0
Miscellaneous kinds of business (in- cluding secondhand stores) .....	1,063	8,680,700	4,572,000	5,518,000	7,229,000	100.0	56.1	52.7	59.6	63.9	63.6	83.3 + 31.0

(1) The number of stores is shown only for 1930. Total sales figures for later years are estimated upon the basis of returns from a sample number of firms. The total number of stores in operation in these later years is not known.

(2) In some instances, figures for years subsequent to 1930 have been revised.

(3) Sales figures for filling stations for years subsequent to 1930 have been estimated from data on gasoline consumption and retail prices.

(4) This amount includes sales of beer at wholesale prices to licensed premises in addition to sales of beer, wine and liquor at retail prices through Government Liquor Stores. Figures shown for earlier years include sales at retail through Government Liquor Stores only.

Note: Group totals may include figures for classifications not separately shown.

(x) Not comparable.



63-D-28

C A N A D A

DOMINION BUREAU OF STATISTICS

CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

RETAIL MERCHANDISE TRADE

IN THE

PRAIRIE PROVINCES

CALENDAR YEAR

1938

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CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

Retail Merchandise Trade in the Prairie Provinces, 1938

There was an increase of 2.0 per cent over 1937 in the dollar value of the retail trade of the Prairie Provinces in 1938, compared with an increase of 5.6 per cent in 1937 over 1936 and an increase of 7.8 per cent in 1936 over 1935. The value of retail sales amounted to \$451,490,000 in 1938 compared with \$442,827,000 in 1937, \$419,329,000 in 1936 and \$389,166,000 in 1935. Retail sales for 1930, the first year for which these trade figures are available, amounted to \$554,962,100. Annual indexes for the Prairie Provinces on the base 1930 equals 100 are as follows: 81.4 for 1938, 79.8 for 1937, 75.6 for 1936, 70.1 for 1935, 65.9 for 1934 and 60.2 for 1933. Although sales in 1938 were 18.6 per cent below the 1930 level they were nevertheless an improvement of 35.2 per cent on the nadir of 1933.

This improvement in retail sales was not shared throughout the Prairie Provinces, however, but was practically confined to Alberta, the change over the previous year's sales being negligible in Manitoba and Saskatchewan. Manitoba sales, which had recorded substantial gains in the four previous years, declined 0.3 per cent in 1938, the index falling to 84.9 compared with 85.2 for 1937. Saskatchewan sales, on the other hand, which had declined in 1937, improved 0.1 per cent, the index rising from 68.3 to 68.4. Alberta sales advanced 6.0 per cent over 1937 bringing the sales index for that province to 91.5 compared with 86.3 for the previous year.

Although none of the gains were large the automotive group continued to lead in point of view of increased business, their sales for the year amounting to \$85,200,000, an advance of 5.8 per cent over 1937. The sales index for the automotive group stood at 108.2 for 1938, compared with 102.3 for 1937, 88.2 for 1936 and 49.9 for 1933. Motor vehicle dealers again contributed largely to the gain in business for the group as a whole. Their sales totalled \$63,710,000, an advance of 5.9 per cent over the previous year and 16.6 per cent more than the amount reported for 1930. Sales of filling stations which in 1937 were below the 1936 level were up 4.0 per cent in 1938 over the previous year, the index standing at 104.2.

With the exception of the furniture and household group in which there was a negligible decline of 0.4 per cent and the general merchandise group in which there was a decline of 2.1 per cent all groups showed improvement over the previous year. Sales of the building materials group were up 3.2 per cent with an index of 70.1; sales of the apparel group were up 1.7 per cent; the food group, 0.8 per cent; country general stores, 0.6 per cent; and restaurants, cafeterias and eating places, 0.2 per cent. Sales of establishments classified as "other retail stores" were up 5.0 per cent.

Chain Stores

There were 133 different chain store companies operating 1,864 unit stores in the Prairie Provinces in 1938. This was an increase from the 132 chain companies operating in 1937 but a decrease from the 1,879 unit stores then being operated. In 1938 the sales of these chains amounted to \$67,508,200 or 15.0 per cent of the total sales of all retail stores including both chains and independents. In 1937 the chain store sales of \$67,059,200, although lower in dollar value than in 1938, nevertheless amounted to 15.1 per cent of the total sales of all retail stores. Government liquor stores are included in the chain store category. Figures submitted by the Alberta





Liquor Control Board for 1936, 1937 and 1938 include an indeterminate amount of sales to licensees at wholesale prices, whereas in earlier years only the sales of liquor stores were reported. This factor is responsible for the increase in the chain store ratio from 14.9 per cent in 1935 to 15.7 per cent in 1936, 15.1 per cent in 1937 and 15.0 per cent in 1938. When the Liquor Control Board figures for all provinces are excluded from both the chain and total sales the chain ratios for the Prairie Provinces as a group are 12.6 per cent for 1935, 12.7 per cent for 1936, 12.2 per cent for 1937 and 11.8 per cent for 1938.

The sales of 13 grocery and combination store chain companies operating 342 unit stores amounted to \$16,137,000 in 1938, compared with \$16,495,100 in 1937 and \$14,972,100 in 1936. The ratio of chain sales to the total sales of grocery and combination retail stores decreased from 37.2 per cent in 1937 to 36.4 per cent in 1938.

There were 32 chain companies dealing in lumber and building materials operating 771 units with sales amounting to \$10,922,100 in 1938. This was 61.2 per cent of the sales of all dealers in lumber and building materials, a slight increase over the previous year, both in dollar volume and in percentage of total sales. Chains also transacted 12.7 per cent of the drug store business, 9.1 per cent of the business of men's and boys' clothing and furnishing stores, 8.9 per cent of the women's apparel and accessories stores, 5.1 per cent of the business of restaurants, cafeterias and eating places and continued to occupy the dominant position in the variety store field with 94.2 per cent of the total sales of all variety stores.

### Manitoba

Retail sales in Manitoba in 1938 totalled \$160,690,000, a decrease of 0.3 per cent from the previous year's sales of \$161,253,000 but exceeding by 31.7 per cent the sales of 1933. The index of sales for Manitoba on the base 1930 equals 100 stands at 84.9 compared with 85.2 for 1937, 78.5 for 1936, 73.4 for 1935 and 64.5 for 1933.

Sales of the automotive group for 1938 were 5.5 per cent in excess of the previous year. Sales for 1937 were 27.1 per cent in excess of 1936 and for 1936 were 13.8 per cent in excess of 1935. The index of sales for the automotive group for Manitoba stands at 135.8 for 1938, 128.7 for 1937, 101.3 for 1936 and 56.7 for 1933. Although there has been general improvement in sales since 1933 throughout the group, the sales of motor vehicle dealers and filling stations are primarily responsible for the advance made. In 1938 there were 7,792 new motor vehicles sold in Manitoba, valued at \$8,431,385 compared with 8,462 new motor vehicles valued at \$8,586,744 sold in 1937, or a decline of 7.9 per cent in number and 1.8 per cent in value. Of the new motor vehicles sold in 1938, 5,575 valued at \$6,008,260 were passenger cars while 2,217 valued at \$2,423,125 were trucks or buses. The sale of cars, however, fluctuates more widely than the sale of services, equipment and allied lines which make up the business of motor vehicle dealers. The total sales of motor vehicle dealers taking these into account amounted to \$19,375,000 in 1938 compared with \$18,505,000 in 1937, an increase of 4.7 per cent. The index of sales for motor vehicle dealers stands at 142.6 for 1938, 136.2 for 1937, 100.3 for 1936 and 45.6 for 1933. The index of sales for filling stations stands at 154.5 for 1938, 141.0 for 1937, 126.2 for 1936 and 92.1 for 1933. Compared with other lines of trade the recovery in sales of the automotive group has been outstanding.

Meat markets (including fish markets) and shoe stores also recorded improvements, the index of the former standing at 75.9 in 1938 compared with 74.4 in 1937, while the index of the latter stands at 85.2 in 1938 compared with 81.9 for 1937. Sales of the building materials group were up 6.6 per cent; office and school supply stores, 4.6 per cent; jewellery stores, 2.0 per cent and drug stores, 1.8 per cent. In the furniture and household group sales of furniture stores were also up 4.2 per cent although sales for the group as a whole were down. Sales of government liquor stores were up 13.1 per cent in 1938. In reporting to the Census of Merchandising the provinces gave their liquor store sales figures for the calendar year 1938, whereas the 1937 figure with which the comparison is made covered their fiscal year ending April 30, 1937.



Decreases were recorded in many lines of business. Retail sales of the general merchandise group in 1938 amounted to \$48,341,000, a decrease of 5.1 per cent from the 1937 sales of \$50,938,000. The index for the group stands at 75.1 for 1938 compared with 79.2 for 1937, 79.0 for 1936 and 71.0 for 1933. Sales of grocery and combination stores amounting to \$15,806,000 were a decrease of 1.3 per cent from the 1937 sales of \$16,017,000. The apparel group with sales of \$7,720,000 recorded a decline of 2.0 per cent from the previous year. In this group sales of men's and boys' clothing and furnishings declined 2.8 per cent; family clothing stores, 4.3 per cent and women's apparel and accessories stores, 2.2 per cent. Sales of the furniture group were down 4.2 per cent largely due to the decline of 10.5 per cent in the sales of radio and music stores. Sales of coal and wood yards were down 7.1 per cent and tobacco and news stands 1.4 per cent.

There was little change in the food group as a whole, the 1938 sales amounting to \$22,648,000 being only 0.7 per cent below the 1937 sales of \$22,804,000. Likewise there was little change recorded in the sales of household appliance stores, book stores or florists.

The ratio of chain to total sales declined slightly from 11.2 per cent in 1937 to 11.1 per cent in 1938. There were only 62 chain store companies in Manitoba in 1938 with 323 unit stores compared with 63 chain companies with 331 unit stores doing business in the previous year. Chain sales amounted to \$17,797,300 in 1938 compared with \$18,027,800 in 1937.

#### Saskatchewan

Retail sales for Saskatchewan in 1938 amounted to \$129,309,000, an improvement of 0.1 per cent over the 1937 sales of \$129,166,000. The index of sales on the base 1930 equals 100 stands at 68.4 for 1938, 68.3 for 1937, 69.7 for 1936, 63.2 for 1935 and 54.5 for 1933.

Sales of the food group amounted to \$17,815,000 in 1938 compared with \$17,839,000 in the previous year, a decline of 0.1 per cent. Of these amounts grocery and combination stores contributed sales of \$12,189,000 in 1938 compared with \$12,328,000 in 1937, a decline of 1.1 per cent. Sales of meat markets (including fish markets) increased 5.7 per cent from \$2,678,000 in 1937 to \$2,831,000 in 1938, while sales of fruit and vegetable stores also increased 6.7 per cent. Retail sales of country general stores remained unchanged at \$27,477,000. The index of sales for country general stores stood at 72.9.

The automotive group has not recorded the recovery in Saskatchewan which has distinguished it in most parts of Canada. Sales for the group as a whole declined 3.0 per cent in 1938 from the previous year, the index standing at 80.5 compared with 83.0 for 1937, 80.8 for 1936, 63.7 for 1935 and 41.6 for 1933. Sales of motor vehicle dealers, the dollar value of which make up over three fourths of the volume of the automotive group as a whole, declined 4.7 per cent from \$16,889,000 in 1937 to \$16,095,000 in 1938. The index stands at 86.2 for 1938, 90.5 for 1937, 83.2 for 1936 and 36.3 for 1933. One of the principal items handled by motor vehicle dealers is new motor vehicles. In 1938 there were 5,750 new motor vehicles sold in Saskatchewan valued at \$6,125,415 compared with 7,101 new motor vehicles valued at \$7,013,125 sold in 1937 or a decline of 12.7 per cent in value. Of the new motor vehicles sold in 1938 (1937 comparable figures in brackets) there were 3,753 (5,704) passenger cars valued at \$3,965,847 (\$5,651,996) and 1,997 (1,397) trucks and buses valued at \$2,159,568 (\$1,361,129). A moderate improvement was shown in the sales of filling stations and garages.

There was an improvement of 2.2 per cent in the retail sales of the apparel group in 1938 compared with the previous year. Sales of men's and boys' clothing and furnishings stores (including custom tailors) were up 8.5 per cent and shoe stores 6.3 per cent. Sales of family clothing stores and women's apparel and accessory stores were down 1.9 per cent and 3.7 per cent respectively. Sales of the building materials group were down 4.3 per cent from \$12,449,000 in 1937 to \$11,916,000 in 1938. Sales of the furniture and household group were also down 5.0 per cent.





Among the lines of business recording increased sales in 1938 over the previous year were farmers' supply stores up 3.5 per cent, florists up 3.6 per cent, jewellery stores up 18.9 per cent and government liquor stores up 1.3 per cent. Among lines of business with declined sales were restaurants and eating places down 2.8 per cent, book stores down 3.3 per cent, tobacco stores and stands down 4.5 per cent and office, school and store supplies and equipment dealers down 1.7 per cent. There was little change in the sale of hardware stores, coal and wood yards or drug stores.

There were 83 chain store companies in Saskatchewan in 1938 operating 977 unit stores compared with 82 chain companies operating 983 stores the previous year. Chain sales for the year amounted to \$22,290,100 compared with \$22,717,400 in 1937. The ratio of chain sales to total sales in 1938 was 17.2 compared with 17.6 in 1937 and 18.2 in 1936.

#### Alberta

Retail sales in Alberta have improved consistently and steadily since 1933. In 1938 they amounted to \$161,491,000, an improvement of 6.0 per cent over the previous year. The index stands at 91.5 for 1938, 86.3 for 1937, 78.7 for 1936, 74.0 for 1935, 69.0 for 1934 and 61.8 for 1933.

Over a fifth of the total retail sales of Alberta in 1938 were made by the automotive group. These amounted to \$35,434,000, an increase of 12.2 per cent over the previous year. Improvement in sales of the automotive trade in Alberta in general has lagged about a year behind the rest of Canada, the index standing at 113.9 for 1938, 101.5 for 1937, 86.0 for 1936 and 52.7 for 1933. Within this group the sales of motor vehicle dealers have made the greatest contribution to the improvement, amounting to \$28,240,000 in 1938, an advance of 14.1 per cent over 1937. The index for motor vehicle dealers stands at 126.2 for 1938, 110.6 for 1937, 88.9 for 1936 and 48.5 for 1933. Included in the sales of motor vehicle dealers in Alberta in 1938 are 10,535 new motor vehicles valued at \$11,489,388, compared with 8,944 new motor vehicles valued at \$9,063,605 sold in 1937, an increase of 17.8 per cent in number and 26.8 per cent in value. Of the total new motor vehicles sold there were 7,543 passenger cars valued at \$8,069,625 compared with 6,811 passenger cars valued at \$6,861,696 sold in the previous year. There were also 2,992 trucks and buses sold valued at \$3,419,763 compared with 2,133 sold in 1937 valued at \$2,201,909. Sales of garages improved 13.5 per cent in 1938 while sales of filling stations dropped 2.5 per cent.

There was an improvement of 2.8 per cent in the retail sales of the food group in 1938, the dollar volume of sales amounting to \$24,853,000 compared with \$24,183,000 in 1937. The index of the group as a whole stands at 85.3 for 1938, 83.0 for 1937, 77.3 for 1936 and 66.8 for 1933. Advances were general within the group. Sales of grocery and combination stores, amounting to \$16,378,000, increased 2.4 per cent, meat markets, including fish markets, were up 4.1 per cent, fruit and vegetable stores, 6.5 per cent and candy and confectionery stores, 3.9 per cent. Sales of country general stores totalled \$22,980,000 compared with \$22,663,000 in 1937, an advance of 1.4 per cent. Sales of the general merchandise group were up 2.8 per cent from \$20,072,000 in 1937 to \$20,632,000 in 1938. The sales of the apparel group were up 4.9 per cent, the only members of the group recording a decline being the family clothing stores. All members of the building materials group and the furniture and household group recorded increases, the percentages for these two groups as a whole being 8.2 per cent and 5.3 per cent respectively.

Among other retail businesses in Alberta recording increased sales in 1938 compared with 1937 were restaurants, cafeterias and eating places, up 2.7 per cent, farmers' supply stores, 5.9 per cent, book stores, 8.9 per cent, drug stores, 5.9 per cent, jewellery stores, 8.5 per cent, office, school and store supplies and equipment dealers, 4.6 per cent, tobacco stores and stands, 1.9 per cent and government liquor stores, 5.5 per cent. Sales of coal and wood yards declined 4.2 per cent.

For the second consecutive year there was a slight decline in the ratio of chain to total sales. In 1938 the ratio of chain to total sales was 17.0 per cent compared with 17.3 per cent in 1937 and 17.4 per cent in 1936. In 1938 there were 81 chain store companies operating 564 unit stores with sales amounting to \$27,420,800 compared with 79 chain companies operating 565 unit stores in 1937 with sales of \$26,314,000.



Scope of Report

This report is based upon returns received from all chain store companies and from a representative number of independent stores operating in the various lines of business for which data are shown in the attached tables. The reports which have been secured have been used in determining the most probably value of sales for those units which do not report to the annual census so that the sales figures given here relate to the total retail trade and not to the business transacted by the reporting firms only. Since reports are not received from all stores for this annual census, it is not possible to state the total number of trading establishments operating during years subsequent to 1930. In all, including both chain and independent stores, returns were received covering approximately 6,500 establishments in the Prairie Provinces and it is estimated that these transacted about 70 per cent of the total retail trade.

It should be clearly understood that all retail sales figures given in this report relate to stores grouped according to kind of business and not to commodity sales. Grocery stores sell a number of lines of goods in addition to strictly grocery items. Drug stores are not restricted to the sale of drugs and medicines. On the other hand, groceries are sold in many kinds of stores in addition to those units classified as grocery stores. Country general stores and department stores are especially active in some districts in the sale of these commodities.



Table 1.--Total Net Sales and Sales Indexes, for Kind of Business Groups and Selected Kinds of Business

Kind of Business	Stores and Sales, 1930 Number(1): Total Net of Stores Sales	Estimated Sales(2)		Indexes of Retail Sales (1930 = 100)										% of Change, 1938/7
		1937	1938	1930	1931	1932	1933	1934	1935	1936	1937	1938	1938/7	
		\$	\$	\$										
Total, All Stores .....	26,292	554,962,100	442,827,000	451,490,000	100.0	76.1	64.8	60.2	65.9	70.1	75.6	79.8	81.4	+ 2.0
Food Group .....	6,448	82,426,200	64,826,000	65,316,000	100.0	82.3	70.9	65.5	68.0	70.9	74.0	78.6	79.2	+ 0.8
Country General Stores .....	3,693	82,009,600	63,520,000	63,891,000	100.0	76.0	66.6	63.2	69.3	71.4	74.5	77.5	77.9	+ 0.6
General Merchandise Group .....	251	107,644,900	87,201,000	85,412,000	100.0	84.5	73.4	71.0	73.7	76.3	80.4	81.0	79.3	+ 2.1
Automotive Group .....	3,255	78,774,300	80,566,000	85,200,000	100.0	65.2	52.7	49.9	65.8	71.4	88.2	102.3	108.2	+ 5.8
Apparel Group .....	1,294	30,916,800	22,765,000	23,160,000	100.0	82.2	69.6	63.7	68.7	71.5	73.7	73.6	74.9	+ 1.7
Building Materials Group .....	2,455	50,359,600	34,240,000	35,327,000	100.0	70.1	58.2	51.1	57.2	61.9	67.7	68.0	70.1	+ 3.2
Furniture and Household Group .....	3,399	13,181,700	9,737,000	9,695,000	100.0	81.0	62.0	53.5	58.1	65.4	70.7	73.9	73.5	+ 0.4
Restaurants, Cafeterias and Eating Places .....	1,327	17,101,600	10,388,000	10,409,000	100.0	76.8	59.2	50.9	52.6	55.2	57.4	60.7	60.9	+ 0.2
Other Retail Stores .....	7,170	92,547,400	69,584,000	73,080,000	100.0	70.5	61.5	55.6	59.2	62.4	70.4	75.2	79.0	+ 5.0
Grocery and combination stores .....	3,114	52,803,600	44,339,000	44,373,000	100.0	85.9	76.4	70.3	72.5	75.3	78.9	84.0	84.0	+ 0.1
Meat markets (including fish markets) .....	1,183	14,581,500	9,236,000	9,606,000	100.0	73.1	55.0	50.9	56.4	59.5	60.0	63.3	65.9	+ 4.0
Department stores .....	24	96,588,600	76,295,000	74,200,000	100.0	84.2	73.0	70.3	72.6	75.0	78.8	79.0	76.8	+ 2.7
Variety stores .....	39	5,270,900	5,588,000	5,784,000	100.0	95.9	86.2	84.0	89.3	92.8	101.1	106.0	109.7	+ 3.5
Motor vehicle dealers .....	912	54,632,900	60,144,000	63,710,000	100.0	61.5	45.2	43.6	60.8	77.7	89.8	110.1	116.6	+ 5.9
Filling stations(3) .....	1,066	12,371,200	12,403,000	12,894,000	100.0	74.3	78.9	74.3	93.7	91.8	101.5	100.3	104.2	+ 4.0
Men's and boys' clothing and furnishing stores (includes custom tailors) .....	616	9,902,600	7,622,000	7,895,000	100.0	76.6	64.9	61.1	67.0	73.1	76.0	77.0	79.7	+ 3.6
Women's apparel and accessories stores .....	398	9,937,500	7,009,000	7,124,000	100.0	86.5	69.4	63.3	68.7	68.0	69.8	70.5	71.7	+ 1.6
Shoe stores .....	153	3,626,500	2,848,000	2,989,000	100.0	87.7	75.7	67.2	71.9	74.5	77.7	78.5	82.4	+ 5.0
Hardware stores .....	1,044	20,401,400	14,594,000	15,123,000	100.0	73.3	63.5	57.7	65.0	67.7	71.1	71.5	74.1	+ 3.6
Lumber and building material dealers .....	1,272	27,244,000	17,415,000	17,849,000	100.0	66.6	54.1	46.3	51.6	57.5	64.3	63.9	65.5	+ 2.5
Furniture stores .....	125	4,314,000	3,700,000	3,866,000	100.0	83.9	68.2	66.5	70.5	78.5	83.5	85.8	89.6	+ 4.5
Radio and music stores .....	142	5,356,600	2,982,000	2,787,000	100.0	85.1	58.1	43.8	45.1	50.5	54.2	55.7	52.0	+ 6.5
Coal and wood yards .....	387	11,749,200	8,745,000	8,319,000	100.0	84.5	78.1	69.2	64.7	69.8	75.3	74.4	70.8	+ 4.9
Drug stores .....	883	14,525,600	11,719,000	12,061,000	100.0	84.9	75.2	67.6	69.9	73.1	77.4	80.7	83.0	+ 2.9

- (1) The numbers of stores are shown only for 1930. Total sales figures for later years are estimated upon the basis of returns from a sample number of firms. The total number of stores in operation in these later years is not known.
- (2) In some instances, figures for years subsequent to 1930 have been revised.
- (3) Sales figures for filling stations for years subsequent to 1930 have been estimated from data on gasoline consumption and retail prices.





## PRAIRIE PROVINCES - RETAIL MERCHANDISE TRADE, 1938

Table 2.-Number of Chains, Chain Stores, Total Chain Store Sales and Percentage of Chain Store Sales to Total Sales, by Years

	1930	1933	1937	1938
<b>ALL STORES, TOTAL -</b>				
Chains .....	171	149	132	133
Stores (maximum) ..	2,350	2,057	1,879	1,864
Chain sales .....	\$ 81,080,600	\$ 51,644,400	\$ 67,059,200	\$ 67,508,200
Total sales .....	\$554,962,100	\$334,280,000	\$442,827,000	\$451,490,000
%, chains to total	14.6	15.5	15.1	15.0
<b>Grocery and Combination Stores -</b>				
Chains .....	16	15	13	13
Stores (maximum) ..	364	344	348	342
Chain sales .....	\$ 17,015,000	\$ 12,973,900	\$ 16,495,100	\$ 16,137,000
Total sales .....	\$ 52,803,600	\$ 37,133,000	\$ 44,339,000	\$ 44,373,000
%, chains to total	32.2	34.9	37.2	36.4
<b>Variety Stores -</b>				
Chains .....	4	4	4	5
Stores (maximum) ..	29	30	35	40
Chain sales .....	\$ 4,857,500	\$ 4,128,500	\$ 5,257,000	\$ 5,446,500
Total sales .....	\$ 5,270,900	\$ 4,430,000	\$ 5,588,000	\$ 5,784,000
%, chains to total	92.2	92.2	94.1	94.2
<b>Men's and Boys' Clothing and Furnishings Stores (includes custom tailors) -</b>				
Chains .....	4	3	5	5
Stores (maximum) ..	16	13	21	20
Chain sales .....	\$ 765,000	\$ 475,000	\$ 690,200	\$ 719,800
Total sales .....	\$ 9,902,600	\$ 6,051,000	\$ 7,622,000	\$ 7,895,000
%, chains to total	7.7	7.8	9.1	9.1
<b>Women's Apparel and Accessories Stores -</b>				
Chains .....	8	3	4	4
Stores (maximum) ..	36	20	24	21
Chain sales .....	\$ 2,262,400	\$ 993,400	\$ 1,003,400	\$ 635,000
Total sales .....	\$ 9,937,500	\$ 6,286,000	\$ 7,009,000	\$ 7,124,000
%, chains to total	22.8	15.8	14.3	8.9
<b>Restaurants, Cafeterias and Eating Places -</b>				
Chains .....	7	6	6	6
Stores (maximum) ..	35	32	31	31
Chain sales .....	\$ 1,127,800	\$ 605,200	\$ 647,300	\$ 527,500
Total sales .....	\$ 17,101,600	\$ 8,697,000	\$ 10,388,000	\$ 10,409,000
%, chains to total	6.6	7.0	6.2	5.1
<b>Drug Stores -</b>				
Chains .....	7	6	6	6
Stores (maximum) ..	37	36	36	36
Chain sales .....	\$ 1,778,600	\$ 1,183,800	\$ 1,436,000	\$ 1,530,200
Total sales .....	\$ 14,525,600	\$ 9,818,000	\$ 11,719,000	\$ 12,061,000
%, chains to total	12.2	12.1	12.3	12.7
<b>Lumber and Building Material Dealers -</b>				
Chains .....	41	38	32	32
Yards (maximum) ...	1,009	860	779	771
Chain sales .....	\$ 16,829,300	\$ 8,101,200	\$ 10,493,900	\$ 10,922,100
Total sales .....	\$ 27,241,000	\$ 12,623,000	\$ 17,415,000	\$ 17,849,000
%, chains to total	61.8	64.2	60.3	61.2

Note: In some instances, figures for years subsequent to 1930 have been revised.



# PRAIRIE PROVINCES - RETAIL MERCHANDISE TRADE, 1938

Table 3.--Comparison of Total Sales and Chain Store Sales, by Provinces

	1930	1933	1935	1936	1937	1938
Prairie Provinces -						
Number of chains	171	149	144	135	132	133
Stores (maximum)	2,350	2,057	1,973	1,915	1,879	1,864
Chain sales	\$ 81,080,600	\$ 51,644,400	\$ 58,075,800	\$ 65,853,700	\$ 67,059,200	\$ 67,508,200
Total sales	\$554,962,100	\$334,210,000	\$389,166,000	\$419,329,000	\$442,827,000	\$451,490,000
% chains to total	14.6	15.5	14.9	15.7	15.1	15.0
Manitoba -						
Number of chains	91	73	72	66	63	62
Stores (maximum)	434	374	370	355	331	323
Chain sales	\$ 22,105,800	\$ 13,619,700	\$ 15,630,600	\$ 16,677,300	\$ 18,027,800	\$ 17,797,300
Total sales	\$189,243,900	\$122,045,000	\$138,947,000	\$148,541,000	\$161,253,000	\$160,690,000
% chains to total	11.7	11.2	11.2	11.2	11.2	11.1
Saskatchewan -						
Number of chains	101	90	88	82	82	83
Stores (maximum)	1,234	1,046	1,009	986	983	977
Chain sales	\$ 34,056,300	\$ 20,755,200	\$ 22,788,800	\$ 23,986,900	\$ 22,717,400	\$ 22,290,100
Total sales	\$189,181,100	\$103,091,000	\$119,586,000	\$131,935,000	\$129,166,000	\$129,309,000
% chains to total	18.0	20.1	19.1	18.2	17.6	17.2
Alberta(1) -						
Number of chains	104	93	87	81	79	81
Stores (maximum)	682	637	594	574	565	564
Chain sales	\$ 24,918,500	\$ 17,269,500	\$ 19,656,400	\$ 24,189,500	\$ 26,314,000	\$ 27,420,800
Total sales	\$176,537,100	\$109,074,000	\$130,633,000	\$138,953,000	\$152,408,000	\$161,491,000
% chains to total	14.1	15.8	15.0	17.4	17.3	17.0

(1) Figures for 1936, 1937 and 1938 for Alberta include an indeterminate amount of sales at wholesale prices by the Alberta Liquor Control Board.





Table 4.--MANITOBA - Total Net Sales and Sales Indexes, by Kinds of Business

Kind of Business	Stores and Sales, 1930		Indexes of Retail Sales 1930 = 100										% of Change, 1938/77
	Number (1) of stores	Total Net Sales	Estimated Sales (2)		1930	1931	1932	1933	1934	1935	1936	1937	
			1937	1938									
Total, All Stores .....	6,859	189,213,900	161,253,000	160,690,000	100.0	91.3	69.6	64.5	69.1	73.1	78.5	85.2	- 0.2
Food Group .....	2,219	27,410,900	22,801,000	22,648,000	100.0	85.4	76.4	69.5	71.4	71.1	77.9	83.6	- 0.7
Candy and confectionery stores .....	353	3,480,000	2,733,000	2,693,000	100.0	85.0	72.6	67.3	55.3	69.1	72.4	73.2	- 1.4
Grocery and combination stores .....	1,327	18,915,700	16,017,000	15,806,000	100.0	87.0	80.0	72.6	74.2	76.1	80.0	84.7	- 1.3
Meat markets (including fish markets) ..	275	3,309,500	2,463,000	2,512,000	100.0	73.5	58.9	52.8	59.6	65.0	67.5	74.4	+ 2.0
Country General Stores .....	652	15,512,700	13,380,000	13,434,000	100.0	78.1	66.6	64.1	69.7	70.7	76.4	86.1	+ 0.4
General Merchandise Group .....	37	61,314,000	50,938,000	48,341,000	100.0	84.8	72.7	71.0	73.1	76.4	79.0	79.2	- 5.1
Automotive Group .....	758	20,605,500	26,521,000	27,990,000	100.0	69.0	59.8	56.7	77.3	89.0	101.3	128.7	+ 5.5
Motor vehicle dealers .....	163	13,537,300	18,595,000	19,375,000	100.0	63.2	47.7	45.6	68.8	89.3	100.3	136.2	+ 4.7
Filling stations (3) .....	288	3,871,500	5,459,000	5,981,000	100.0	84.5	89.9	92.1	114.8	116.7	126.2	141.0	+ 9.6
Garages .....	273	2,683,500	2,160,000	2,218,000	100.0	74.9	67.6	60.8	66.5	70.1	73.6	80.5	+ 2.7
Apparel Group .....	432	9,597,200	7,871,000	7,720,000	100.0	85.2	71.1	66.4	72.9	75.2	78.3	82.0	- 2.0
Men's and boys' clothing and furnis- ings (including custom tailors) .....	201	2,750,000	2,202,000	2,140,000	100.0	75.4	64.1	59.2	65.3	69.5	74.7	80.1	- 2.8
Family clothing stores .....	38	1,704,600	1,625,000	1,555,000	100.0	89.4	77.5	74.4	78.3	81.1	88.7	90.5	- 4.3
Women's apparel and accessories stores ..	152	3,713,800	2,950,000	2,885,000	100.0	90.2	72.1	67.5	76.6	75.9	76.1	79.4	- 2.2
Shoe stores .....	41	1,338,800	1,097,000	1,140,000	100.0	85.9	74.1	67.7	71.4	72.9	77.9	81.9	+ 3.9
Building Materials Group .....	417	12,173,400	9,936,000	10,568,000	100.0	79.4	57.9	51.8	58.6	63.2	71.8	81.5	+ 6.5
Hardware stores .....	186	4,070,500	3,676,000	3,801,000	100.0	79.8	67.4	61.9	72.3	72.5	79.8	90.3	+ 3.4
Lumber and building material dealers ..	176	6,430,200	4,740,000	5,186,000	100.0	78.8	51.8	45.9	50.5	57.2	64.3	73.7	+ 9.4
Electrical, heating and plumbing, paint and glass shops .....	48	514,900	372,000	401,000	100.0	82.9	58.7	45.6	50.9	60.4	71.9	72.2	+ 7.8
Furniture and Household Group .....	101	3,740,800	2,996,000	2,871,000	100.0	84.5	68.8	54.6	63.3	68.5	75.9	80.1	- 4.2
Furniture stores .....	32	674,300	602,000	627,000	100.0	70.1	60.2	59.6	64.5	72.5	81.0	89.3	+ 4.2
Household appliance stores .....	15	1,100,800	880,000	874,000	100.0	72.9	57.2	50.8	53.5	61.5	70.6	79.9	- 0.7
Radio and music stores .....	40	1,782,300	1,386,000	1,240,000	100.0	97.1	79.2	55.1	61.8	71.7	78.2	77.8	-10.5
Restaurants, Cafeterias and Eating Places .....	338	5,553,300	3,031,000	3,034,000	100.0	78.0	60.3	48.3	48.4	49.5	51.4	54.6	+ 0.1

(1), (2) and (3): See footnotes on page 10.



PRAIRIE PROVINCES - RETAIL MERCHANDISE TRADE, 1938

Table 4.---MANITOBA - Total Net Sales and Sales Indexes, by Kinds of Business (Cont'd.)

Kind of Business	Stores and Sales, 1930		Estimated Sales (2)		Indexes of Retail Sales (1930 = 100)										% of Change, 1938/7
	Number (1) of stores	Total Net Sales \$	1937 \$	1938 \$	1930	1931	1932	1933	1934	1935	1936	1937	1938		
Other Retail Stores .....	1,625	30,276,100	23,773,000	24,064,000	100.0	80.0	69.6	60.3	62.7	65.9	71.6	78.5	79.5	+ 1.2	
Farmer's supply stores .....	232	2,753,700	2,245,000	2,126,000	100.0	71.0	63.1	58.0	67.6	67.1	70.2	81.5	77.2	- 5.3	
Book stores .....	18	801,400	460,000	456,000	100.0	68.8	55.3	44.2	45.3	46.8	50.8	57.4	56.9	- 0.9	
Coal and wood yards .....	159	7,181,300	5,407,000	5,023,000	100.0	83.4	75.7	67.7	63.0	67.8	74.4	75.3	69.9	- 7.1	
Drug stores .....	220	4,294,000	3,848,000	3,917,000	100.0	91.6	81.0	71.5	72.5	77.0	83.0	89.6	91.2	+ 1.8	
Florists .....	28	688,700	511,000	512,000	100.0	85.7	65.3	54.9	55.5	62.9	70.0	74.2	74.3	+ 0.2	
Jewellery stores .....	59	1,600,000	1,425,000	1,453,000	100.0	78.7	57.9	53.5	71.6	78.4	78.8	89.1	90.8	+ 2.0	
Office, school and store supplies and equipment dealers .....	39	1,658,500	1,192,000	1,247,000	100.0	63.6	52.0	42.2	46.9	55.2	64.9	71.9	75.2	+ 4.6	
Tobacco stores and stands .....	73	981,100	930,000	917,000	100.0	96.0	88.0	76.5	80.6	80.9	88.6	94.8	93.5	- 1.4	
Government liquor stores .....	15	3,927,500	3,151,000	3,565,000	100.0	92.3	75.6	56.4	57.8	59.3	67.1	80.2	90.8	+13.1	
Miscellaneous kinds of business (including secondhand stores) .....	782	6,389,900	4,604,000	4,848,000	100.0	67.5	61.2	54.6	58.8	60.0	64.2	72.1	75.9	+ 5.3	

(1) The numbers of stores are shown only for 1930. Total sales figures for later years are estimated upon the basis of returns from a sample number of firms. The total number of stores in operation in these later years is not known.

(2) In some instances figures for years subsequent to 1930 have been revised.

(3) Sales figures for filling stations for years subsequent to 1930 have been estimated from data on gasoline consumption and retail prices.

Note: Group totals may include figures for classifications not separately shown.



Table 5.--SASKATCHEWAN - Total net sales and Sales Indexes, by Kinds of Business

Kind of Business	Stores and Sales, 1930		Estimated Sales(2)		Indexes of Retail Sales (1930 = 100)										% of Change, 1938/30	
	Number(1) of Stores	Total Net Sales	1930		1930	1931	1932	1933	1934	1935	1936	1937	1938			
			\$	\$												
Total, All Stores .....	10,841	189,181,100	\$	\$	129,166,000	129,309,000	100.0	70.8	59.2	54.5	59.4	63.2	69.7	68.3	68.4	+ 0.1
Food Group .....	2,046	25,877,700			17,839,000	17,815,000	100.0	79.6	65.0	59.8	60.7	63.0	66.2	68.9	68.8	- 0.1
Candy and confectionery stores .....	386	2,810,800			1,602,000	1,533,000	100.0	63.0	54.1	51.9	50.0	51.4	57.4	57.0	54.5	- 4.3
Fruit and vegetable stores .....	31	354,900			330,000	352,000	100.0	89.6	75.8	69.9	74.4	72.7	84.8	93.0	99.2	+ 6.7
Grocery and combination stores .....	889	16,944,300			12,328,000	12,189,000	100.0	83.1	69.5	63.3	63.6	65.6	68.7	72.8	71.9	- 1.1
Meat markets (including fish markets) ..	483	4,746,200			2,678,000	2,831,000	100.0	74.9	53.4	50.2	54.6	56.9	57.6	56.4	59.6	+ 5.7
Country General Stores .....	1,641	37,710,000			27,477,000	27,477,000	100.0	75.0	64.5	61.2	67.5	70.1	73.5	72.9	72.9	+ 0.0
General Merchandise Group .....	71	20,102,400			16,191,000	16,439,000	100.0	82.2	71.0	69.5	73.5	73.2	84.0	80.5	81.8	+ 1.5
Automotive Group .....	1,382	27,048,700			22,452,000	21,776,000	100.0	60.8	45.8	41.6	53.0	63.7	80.8	83.0	80.5	- 3.0
Motor vehicle dealers .....	421	18,666,000			16,889,000	16,095,000	100.0	55.8	38.9	36.3	47.3	63.3	83.2	90.5	86.2	- 4.7
Filling stations(3) .....	391	4,004,200			2,979,000	3,047,000	100.0	78.4	69.0	60.3	80.2	76.7	89.7	74.4	76.1	+ 2.3
Garages .....	534	3,909,600			2,389,000	2,434,000	100.0	65.2	53.4	46.8	52.4	54.7	64.3	61.1	62.3	+ 1.9
Apparel Group .....	373	10,231,900			6,693,000	6,839,000	100.0	78.8	67.2	58.5	62.7	68.0	71.6	65.4	66.8	+ 2.2
Men's and boys' clothing and furnishings (includes custom tailors) .....	182	3,073,600			2,342,000	2,511,000	100.0	77.1	66.3	61.8	69.4	78.2	85.3	76.2	82.7	+ 8.5
Family clothing stores .....	38	3,959,800			2,447,000	2,401,000	100.0	76.6	69.4	59.5	62.9	67.5	68.2	61.8	60.6	- 1.9
Women's apparel and accessories stores ..	110	2,294,500			1,266,000	1,219,000	100.0	85.3	66.3	54.1	53.1	55.3	59.0	55.2	53.1	- 3.7
Shoe stores .....	43	904,000			638,000	678,000	100.0	77.7	63.2	54.8	63.4	67.6	71.8	70.6	75.0	+ 6.3
Building Materials Group .....	1,276	22,612,200			12,442,000	11,916,000	100.0	64.0	55.6	47.7	51.9	57.7	62.4	55.1	52.7	- 4.3
Hardware stores .....	526	8,829,000			5,379,000	5,406,000	100.0	70.7	60.9	54.6	59.4	65.6	69.3	60.9	61.2	+ 0.5
Lumber and building material dealers ...	717	13,473,100			6,915,000	6,362,000	100.0	59.2	52.0	43.2	47.0	52.4	59.5	51.3	47.2	- 8.0

(1), (2) and (3): See footnotes on page 12.





Table 5.--SASKATCHEWAN - Total Net Sales and Sales Indexes, by Kinds of Business (Cont'd.)

Kind of Business	Stores and Sales, 1930		Estimated Sales(2)		Indexes of Retail Sales (1930 = 100)										% of Change, 1938/37
	Number(1) of Stores	Total Net Sales \$	1937		1930	1931	1932	1933	1934	1935	1936	1937	1938		
			\$	\$											
Furniture and Household Group .....	142	4,087,300	2,660,000	2,527,000	100.0	75.8	56.1	47.7	51.5	58.4	66.7	65.1	61.8	- 5.0	
Furniture stores .....	42	1,188,100	909,000	884,000	100.0	89.8	72.5	65.5	65.7	76.3	81.6	76.5	74.4	- 2.8	
Household appliance stores .....	47	1,009,600	947,000	890,000	100.0	63.5	57.0	47.5	61.5	74.2	93.1	93.8	88.2	- 6.0	
Radio and music stores .....	42	1,793,200	758,000	706,000	100.0	73.4	44.9	36.0	36.6	38.1	43.0	42.3	39.4	- 6.9	
Restaurants, Cafeterias and Eating Places .....	506	5,551,900	3,272,000	3,180,000	100.0	75.5	55.2	49.7	52.2	55.2	58.1	58.9	57.3	- 2.8	
Other Retail Stores .....	3,404	35,959,000	20,133,000	21,340,000	100.0	62.1	54.0	49.6	52.6	54.1	57.7	56.0	59.3	+ 6.0	
Farmers' supply stores .....	903	4,281,900	2,756,000	2,853,000	100.0	56.4	51.1	43.8	47.5	51.5	57.8	64.4	66.6	+ 3.5	
Book stores .....	10	423,300	214,000	207,000	100.0	68.7	55.3	44.2	45.4	49.1	52.7	50.6	48.9	- 3.3	
Coal and wood yards .....	147	3,678,300	2,644,000	2,631,000	100.0	85.1	81.2	70.2	63.9	68.7	75.3	71.9	71.5	- 0.5	
Drug stores .....	374	4,988,000	3,587,000	3,607,000	100.0	79.6	68.8	62.1	66.0	68.5	72.5	71.9	72.3	+ 0.6	
Florists .....	15	297,000	194,000	201,000	100.0	95.5	65.3	54.9	55.6	62.0	64.6	65.3	67.7	+ 3.6	
Jewellery stores .....	108	1,103,300	676,000	804,000	100.0	63.5	49.0	49.0	52.9	60.0	67.0	61.3	72.9	+ 18.9	
Office, school and store supplies and equipment dealers .....	30	956,400	574,000	564,000	100.0	65.8	63.3	44.0	48.8	59.4	66.1	60.0	59.0	- 1.7	
Tobacco stores and stands .....	89	945,900	671,000	641,000	100.0	81.9	74.2	62.1	62.4	64.7	69.0	70.9	67.8	- 4.5	
Government liquor stores .....	224	9,226,800	3,670,000	3,717,000	100.0	62.6	51.9	52.3	56.4	46.9	45.7	39.8	40.3	+ 1.3	
Miscellaneous kinds of business (including secondhand stores) .....	1,504	10,058,100	5,147,000	6,115,000	100.0	43.8	37.2	35.4	40.1	47.2	52.1	51.2	60.8	+ 18.8	

(1) The number of stores is shown only for 1930. Total sales figures for later years are estimated upon the basis of returns from a sample number of firms. The total number of stores in operation in these later years is not known.

(2) In some instances, figures for years subsequent to 1930 have been **revised**.

(3) Sales figures for filling stations for years subsequent to 1930 have been estimated from data on gasoline consumption and retail prices.

Note: Group totals may include figures for classifications not separately shown.



Table 6.-ALBERTA - Total Net Sales and Sales Indexes, by Kinds of Business

Kind of Business	Stores and Sales, 1930					Estimated Sales(2)										Indexes of Retail Sales (1930 = 100)										% of Change, 1938-1929/7
	Number(1) of Stores	Total Net Sales	1937					1938					1939 1931 1932 1933 1934 1935 1936 1937 1938 1939/7													
			1937	1938	1939	1940	1941	1939	1931	1932	1933	1934	1935	1936	1937	1938	1939/7									
Total, All Stores .....	8,592	176,537,100	152,408,000	161,841,000	100.0	76.1	65.6	61.8	59.0	74.0	78.7	86.3	91.5	+ 6.0												
Subtotal - Liquor Control Board Sales excluded .....	8,558	171,059,200	144,211,000	152,845,000	100.0	76.1	65.7	61.9	59.0	73.8	76.3	83.9	88.9	+ 6.0												
Food Group .....	2,153	29,137,600	24,182,000	24,853,000	100.0	81.7	70.9	66.8	71.2	74.9	77.3	83.0	85.3	+ 2.8												
Candy and confectionery stores .....	473	3,732,300	2,441,000	2,505,000	100.0	70.7	60.1	58.3	59.8	61.1	62.1	64.6	67.1	+ 3.9												
Fruit and vegetable stores .....	449	286,700	284,000	313,000	100.0	92.1	83.0	78.1	83.0	81.6	93.5	102.5	109.0	+ 3.5												
Grocery and combination stores .....	398	16,913,600	15,994,000	16,378,000	100.0	87.5	79.4	74.8	79.5	84.3	87.8	94.4	96.7	+ 2.4												
Meat markets (including fish markets) ..	425	6,525,800	4,095,000	4,263,000	100.0	71.5	54.3	50.5	56.2	58.5	57.9	62.8	65.3	+ 4.1												
Country General Stores .....	1,200	28,756,900	22,663,000	22,980,000	100.0	76.3	69.3	65.3	71.6	73.5	74.9	78.5	79.8	+ 1.4												
General Merchandise Group .....	93	23,198,500	20,072,000	20,632,000	100.0	85.7	71.9	72.3	75.5	78.7	81.2	84.5	89.0	+ 2.8												
Automotive Group .....	1,115	3,120,100	31,593,000	35,434,000	100.0	66.5	54.7	52.7	69.3	81.7	86.0	101.5	112.9	+ 2.2												
Motor vehicle dealers .....	328	22,379,600	24,750,000	28,240,000	100.0	65.2	48.9	43.5	67.3	85.0	88.9	110.6	125.2	+14.1												
Filling stations(3) .....	387	4,485,500	3,965,000	3,866,000	100.0	61.9	78.2	71.5	87.7	83.7	90.6	88.2	86.0	- 2.5												
Garages .....	355	3,515,700	2,363,000	2,862,000	100.0	79.5	60.3	54.7	60.8	61.9	65.1	67.2	76.3	+13.5												
Apparel Group .....	489	11,087,700	8,198,000	8,601,000	100.0	82.6	70.5	66.2	70.4	71.5	71.5	73.9	77.6	+ 4.9												
Men's and boys' clothing and furnishings (including custom tailors) .....	233	4,079,000	3,078,000	3,217,000	100.0	76.9	64.3	61.9	66.3	71.6	69.7	75.5	78.9	+ 4.5												
Family clothing stores .....	51	1,695,800	1,214,000	1,193,000	100.0	83.0	77.7	73.3	74.5	72.5	70.6	71.6	70.4	- 1.7												
Women's apparel and accessories stores ..	136	3,929,200	2,793,000	3,020,000	100.0	83.6	68.6	64.6	70.2	67.8	70.2	71.1	76.9	+ 8.1												
Shoe stores .....	69	1,383,700	1,113,000	1,171,000	100.0	96.0	85.5	74.8	78.1	80.5	81.2	80.4	84.6	+ 5.2												
Building Materials Group .....	762	15,574,000	11,855,000	12,823,000	100.0	71.6	62.1	55.5	63.8	67.1	70.7	76.1	82.3	+ 8.2												
Hardware stores .....	332	7,501,900	5,539,000	5,916,000	100.0	72.9	64.5	59.1	67.5	67.6	68.5	73.8	78.9	+ 6.8												
Lumber and building material dealers ....	379	7,337,700	5,760,000	6,301,000	100.0	69.5	60.0	52.5	61.0	67.1	73.0	78.5	85.9	+ 9.4												
(1), (2) and (3): See footnotes on page 14.																										

(1), (2) and (3): See footnotes on page 14.





Table 6.--ALBERTA - Total Net Sales and Sales Indexes, by Kinds of Business (Cont'd.)

Kind of Business	Stores and Sales, 1930		Indexes of Retail Sales (1930 = 100)										% of Change, 1938/7		
	Number(1) of Stores	Total Net Sales	Estimated Sales(2)												
			1937	1938	1930	1931	1932	1933	1934	1935	1936	1937			
Furniture and Household Group .....	156	5,353,600	4,081,000	4,297,000	100.0	82.4	61.6	57.2	61.7	68.5	70.2	76.2	80.3	+ 5.3	
Furniture stores .....	51	2,451,600	2,189,000	2,355,000	100.0	84.8	68.3	68.9	74.0	81.2	85.2	89.3	96.1	+ 7.6	
Household appliance stores .....	26	857,000	874,000	918,000	100.0	70.7	66.4	58.7	77.6	89.4	88.4	102.0	107.1	+ 5.0	
Radio and music stores .....	60	1,781,100	838,000	841,000	100.0	84.8	50.2	40.3	36.9	41.8	44.4	47.0	47.2	+ 0.4	
Restaurants, Cafeterias and Eating Places .....	483	5,996,400	4,085,000	4,195,000	100.0	76.9	61.9	54.3	57.0	60.6	62.3	68.1	70.0	+ 2.7	
Other Retail Stores .....	2,141	26,312,300	25,678,000	27,676,000	100.0	70.9	62.4	58.4	64.4	69.6	86.4	97.6	105.2	+ 7.8	
Farmers' supply stores .....	404	2,134,800	2,092,000	2,215,000	100.0	72.1	56.0	63.6	70.2	74.7	88.1	98.0	103.8	+ 5.9	
Book stores .....	13	603,900	358,000	390,000	100.0	68.7	55.3	44.2	45.2	47.2	51.8	59.3	64.6	+ 8.9	
Coal and wood yards .....	81	889,600	624,000	665,000	100.0	90.7	84.5	77.8	81.9	90.3	82.7	78.0	74.8	- 4.2	
Drug stores .....	289	5,213,600	4,284,000	4,537,000	100.0	84.6	76.4	69.6	71.5	74.3	77.5	81.7	86.5	+ 5.9	
Florists .....	24	506,100	270,000	272,000	100.0	68.6	52.2	43.9	44.5	47.2	51.4	53.3	53.7	+ 0.7	
Jewellery stores .....	93	1,367,200	1,052,000	1,144,000	100.0	68.1	54.3	55.3	63.0	70.0	70.4	76.9	83.5	+ 8.5	
Office, school and store supplies and equipment dealers .....	38	1,089,100	758,000	793,000	100.0	64.1	49.7	38.4	43.7	50.0	57.7	69.6	72.8	+ 4.6	
Tobacco stores and stands .....	102	1,119,400	747,000	761,000	100.0	76.8	69.9	65.0	64.5	63.3	63.3	66.7	68.0	+ 1.9	
Government liquor stores .....	34	4,677,900	4,181,000	4,418,000	100.0	76.3	62.6	57.7	68.9	79.7	(x)	(x)	(x)	+ 5.5	
Miscellaneous kinds of business (including secondhand stores) .....	1,063	8,680,700	7,229,000	8,256,000	100.0	58.3	56.1	52.7	59.6	63.9	63.6	83.3	95.1	+14.2	

(1) The number of stores is shown only for 1930. Total sales figures for later years are estimated upon the basis of returns from a sample number of firms. The total number of stores in operation in these later years is not known.

(2) In some instances, figures for years subsequent to 1930 have been revised.

(3) Sales figures for filling stations for years subsequent to 1930 have been estimated from data on gasoline consumption and retail prices.

(4) This amount includes sales of beer at wholesale prices to licensed premises in addition to sales of beer, wine and liquor at retail prices through Government Liquor Stores. Figures shown for earlier years include sales at retail through Government Liquor Stores only.

(x) Not comparable.

Note: Group totals may include figures for classifications not separately shown.



63-D-28

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RETAIL MERCHANDISE TRADE

IN THE

PRAIRIE PROVINCES

CALENDAR YEAR

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CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

Retail Merchandise Trade in the Prairie Provinces, 1939

The value of retail sales in the Prairie Provinces amounted to \$470,523,000 in 1939, up 4.2 per cent over the total of \$451,490,000 reported for 1938. The annual sales figure for 1939 was an improvement of 6 per cent over 1937, 1 per cent over 1936 and 41 per cent over the low point in 1933. Retail sales for 1930, the first year for which these trade figures are available, totalled \$554,962,100 so that retail trade in 1939 was still 15 per cent below the 1930 level. Annual indexes of sales for the Prairie Provinces as a whole, on the base 1930 equals 100, are as follows: 84.8 for 1939, 81.4 for 1938, 79.8 for 1937, 75.6 for 1936, 70.1 for 1935, and 65.9 for 1934.

The four per cent improvement in retail sales for 1939 over 1938 in the Prairie Provinces was the net resultant of substantially increased business in Saskatchewan, moderately increased trade in Alberta and slightly increased sales in Manitoba. General improvement in crop conditions in Saskatchewan created a stimulus to consumer buying in that province and advanced the value of retail sales 11.7 per cent over the previous year; retail sales in Alberta were up 2 per cent and in Manitoba slightly less than 1 per cent. Sales indexes for 1939 for the three Prairie Provinces with 1938 indexes in brackets are as follows: Manitoba, 85.5 (84.9); Saskatchewan, 86.4 (68.4); and Alberta, 93.0 (91.5).

All major kind-of-business groups had increased sales in 1939 over 1938 excepting country general stores which reported a decline of 1.2 per cent. The automotive group again showed the largest improvement with sales amounting to \$1,222,000, up 7.1 per cent from the total of \$85,200,000 reported for the previous year. The sales index for this group, on the base 1930 equals 100, stands at 115.8 in 1939 compared with indexes of 108.2 for 1938, 102.3 for 1937 and 49.9 for 1933. Within the automotive group motor vehicle dealers accounted for sales of \$68,361,000, up 73 per cent from 1938. The 1939 sales index of motor vehicle dealers stands at 125.1.

Sales in the food group improved 2.3 per cent in 1939 over 1938 and amounted to \$66,794,000 compared with \$65,316,000 in the previous year. Of this total grocery and combination stores transacted business totalling \$45,449,000 while meat markets (including fish markets) reported 1939 sales of \$9,794,000. The general merchandise group which reported decreased sales in 1938 from 1937 recorded a gain of 5.6 per cent in 1939 over 1938, sales in this group amounting to \$90,153,000 and \$85,412,000 in 1939 and 1938 respectively. The index for the general merchandise group stands at 73.8 for 1939, 79.3 for 1938 and 71.0 for 1933. All other groups showed improvements over the previous year. Sales of the apparel group were up 6.4 per cent with an index of 79.7; the building materials group was up 5.1 per cent, and had an index of 73.7; the furniture and household group, up 5.4 per cent with an index of 77.5; restaurants, cafeterias and eating places were up 1.4 per cent and establishments classified as "all other stores", up 4.9 per cent. Within the latter group drug stores showed annual sales in 1939 improved 4.1 per cent over 1938 while coal and wood yard sales were off 8 per cent.





## Chain Stores and Sales

The relative position held by chains in the Prairie Provinces was strengthened slightly in 1939 from the previous year. There were 129 different chain store organizations operating 1,878 retail outlets in 1939 compared with 133 firms operating 1,864 outlets in 1938. Sales rose sharply from \$67,508,200 in 1938 to \$74,134,800 in 1939. Annual chain sales accounted for 15.8 per cent of the business transacted by all stores in the Prairies in 1939, 15.0 per cent in 1938, 15.1 per cent in 1937, 15.7 per cent in 1936 and 14.9 per cent in 1935. The inclusion of the sales of government liquor stores with chains somewhat impairs a comparison of ratios of chain to total retail sales for all years, since figures submitted by the Alberta Liquor Control Board for the years 1936 to 1939 include an indeterminate amount of sales to licensees at wholesale prices. In earlier years, only the retail value of liquor stores was reported. When the Liquor Control Board figures for all provinces are excluded from both the chain and total sales, the chain ratios for the Prairie Provinces as a whole are 12.6 per cent for 1935, 12.7 per cent for 1936, 12.2 per cent for 1937, 11.8 per cent for 1938, and 12.5 per cent for 1939.

The sales of 11 grocery and combination chain store companies operating 331 stores amounted to \$17,737,500 in 1939 compared with sales of \$16,137,000 by 13 companies operating 342 stores in 1938. Total sales of \$16,495,100 were obtained by 13 chain firms operating 348 stores in 1937. The ratio of chain sales to total sales of all grocery and combination stores in the Prairies increased from 36.4 per cent in 1938 to 39.0 per cent in 1939.

There were 29 chains dealing in lumber and building materials operating 769 yards with sales totalling \$12,044,700 in 1939. This total formed 62.3 per cent of the sales of all such dealers including both chains and independents, and was an increase over 1938 both in value of sales and percentage of total sales. Chains also transacted 12.2 per cent of the retail drug store business, 8.7 per cent of the business of men's and boys' clothing and furnishings stores (including custom tailors), 9.0 per cent of the sales of women's apparel and accessory stores and 5.1 per cent of annual turnover of restaurants. Chains continue to dominate the variety store field; there were 5 variety chains in 1939 with 45 stores and \$6,102,400 sales compared with 5 chains, 40 stores and \$5,446,500 sales in the preceding year.

The chain store figures given here relate to all groups of four or more stores under the same ownership or management and carrying on the same or similar lines of business except department stores. All department stores are considered as independents irrespective of the number of stores under the same ownership.

### Manitoba

Retail sales in Manitoba totalled \$161,835,000 in 1939, an increase of 0.7 per cent over the previous year's sales of \$160,690,000 and exceeding by 32.6 per cent the sales level of 1933. Total sales for Manitoba have fluctuated but little during the past three years, the sales indexes (on the base 1930 equals 100) standing at 85.5 for 1939, 84.9 for 1938 and 85.2 for 1937. In earlier years indexes were 78.5 for 1936, 73.4 for 1935, and 64.5 for 1933.

Sales of the food group amounted to \$23,319,000 in 1939 compared with \$22,648,000 in 1938, an increase of 3.0 per cent. The index of sales stands at 85.1 for 1939, 82.6 for 1938, 85.2 for 1937 and 69.5 for 1933. Within this group grocery and combination stores had sales of \$16,526,000 in 1939 compared with \$15,806,000 in 1938, up 4.6 per cent, while meat markets (including fish markets) accounted for sales of \$2,449,000 in 1939, a drop of 2.5 per cent from the \$2,512,000 reported the previous year. Retail sales in country general stores were off 4.2 per cent in 1939, totalling \$12,870,000 against the previous years total of \$13,434,000. The general merchandise group (including department stores, dry goods stores, general merchandise stores and variety stores) reported business in 1939 amounting to \$50,467,000, up 4.4 per cent from the sales in 1938.

The automotive group recorded a decrease in sales from the preceding year for the first time since 1934. In 1939 sales amounted to \$27,059,000 compared with \$27,990,000 in 1938, down 3.3 per cent, the index of sales standing at 131.3 for 1939, 135.8 for 1938, 128.7 for 1937 and 56.7 for 1933. A decline in the sales of motor vehicle dealers from \$19,375,000 in 1938 to \$18,154,000 in 1939 (down 6.3 per cent) was largely responsible for the decline in sales of the group as a whole; the servicing trades, filling stations and garages reported gains of 4.3 per cent and 1.2 per cent respectively.



There was an improvement of 4.8 per cent in the retail sales of the apparel group in 1939 compared with 1938, and all lines within the group shared in the general improvement. Men's and boys' clothing and furnishing stores (including custom tailors) were up 3.1 per cent, women's apparel and accessory stores, up 6.4 per cent, family clothing stores, up 2.4 per cent and shoe stores, up 7.0 per cent. Sales in the building materials group were down 4.8 per cent from \$10,588,000 in 1938 to \$10,084,000 in 1939. Sales of the furniture and household group were almost unchanged registering a decline of only 0.2 per cent.

Among the lines of trade reporting increased sales in 1939 over 1938 were book stores, up 3.9 per cent, drug stores, up 1.4 per cent, jewellery stores, up 7.6 per cent, tobacco stores and stands, up 1.9 per cent and government liquor stores, up 2.0 per cent. There was little change in the sales of restaurants, cafeterias and eating places, or retail florists shops. Among stores registering declined sales in 1939 from 1938 were farmers' supply stores, down 2.0 per cent and office, school and store equipment and supply dealers, down 3.4 per cent.

There were 61 chain store companies in Manitoba in 1939 operating 327 unit stores compared with 62 companies operating 323 stores the previous year. Chain sales for the year totalled \$18,617,100 compared with \$17,797,300 in 1938. The ratio of chain sales to total sales in 1939 was 11.5 per cent compared with 11.1 per cent in 1938 and 11.2 per cent in 1937, 1936 and 1935.

### Saskatchewan

Retail sales in Saskatchewan in 1939 amounted to \$144,477,000, an advance of 12.7 per cent over the 1938 sales of \$129,309,000. This is the greatest improvement which has been recorded in the year to year comparisons for this province since the upswing in retail sales commencing in 1934; sales, however, are still 23.6 per cent below the level of 1930. The index of sales, on the base 1930 equals 100, stands at 76.4 for 1939, 68.4 for 1938, 68.3 for 1937, 69.7 for 1936 and 54.5 for 1935.

All the major kind of business groups excepting country general stores reported substantial increases in sales for 1939 over 1938. Country general stores reported only a slight gain with sales up 0.5 per cent from the previous year. Country general store sales in 1939 totalled \$27,614,000 compared with \$27,477,000 in 1938, the index for 1939 standing at 73.2.

Sales of the food group as a whole amounted to \$18,599,000 in 1939 compared with \$17,815,000 in 1938, a gain of 4.4 per cent. Of these amounts grocery and combination stores contributed \$12,703,000 in 1939 and \$12,189,000 in 1938, up 4.2 per cent. Sales of meat markets (including fish markets) increased 5.1 per cent from \$2,831,000 in 1938 to \$2,975,000 in 1939, while sales of fruit and vegetable stores recorded a gain of 4.8 per cent.

The automotive group in Saskatchewan, which in recent years has not registered the recovery evident in other parts of Canada, reported sales of \$28,009,000 in 1939 compared with \$21,776,000 in 1938, a gain of 28.6 per cent. The index of sales, on the base 1930 equals 100, stands at 103.6 for 1939, 80.5 for 1938, 83.0 for 1937 and 41.6 for 1935. Sales of motor vehicle dealers advanced from \$16,095,000 in 1938 to \$21,487,000 in 1939, up 33.5 per cent, the index standing at 115.1 for 1939 and 86.2 for the previous year. The sale of new motor vehicles in Saskatchewan contributed largely to the general increase in turnover, advancing from 5,750 new vehicles sold for \$6,125,415 in 1938 to 8,941 vehicles sold for \$9,331,179 in 1939, a gain of 55.5 per cent in number and 52.3 per cent in value.

There was an improvement of 15.1 per cent in the retail sales of the apparel group of stores in 1939 compared with the previous year. For the group as a whole sales totalled \$7,873,000 in 1939 and \$6,839,000 in 1938. All lines of trade within the group registered marked improvements ranging from 7.0 per cent in women's apparel and accessory stores to 21.0 per cent in family clothing stores. Men's and boys' clothing and furnishings stores advanced 14.6 per cent in 1939 over 1938 while shoe store sales were up 10.9 per cent. The building materials group had sales of \$14,061,000 in 1939 compared with sales of \$11,916,000 the previous year, up 18.0 per cent. The furniture and household group gained 19.2 per cent over 1938 with sales of \$3,013,000 against \$2,527,000 the previous year.





Other lines of trade reporting increased sales were restaurants, up 4.5 per cent, farmers' supply stores, up 6.5 per cent, coal and wood yards, up 3.2 per cent, and drug stores, up 9.5 per cent. Jewellery stores in line with substantial increases in other provinces gained 13.8 per cent, office, school and store supply and equipment dealers gained 20.0 per cent, tobacco stores and stands gained 6.7 per cent, and government liquor stores, 19.2 per cent.

There was an increase in the proportion of total retail business transacted by chains in 1939. In 1939 the ratio of chain to total sales was 18.1 per cent compared with 17.2 per cent in 1938, 17.6 in 1937 and 18.2 per cent in 1936. In 1939 there were 83 chain store companies operating 979 unit stores with sales amounting to \$26,199,900 compared with the same number of companies operating 977 stores in 1938 with sales totalling \$22,290,100.

### Alberta

Retail sales in Alberta which have increased regularly since 1933 again recorded a gain in 1939 with business up 1.7 per cent over the previous year. In 1939 sales totalled \$164,211,000 compared with \$161,491,000 in 1938. The index of sales, on the base 1930 equals 100, stands at 93.0 for 1939, 91.5 for 1938, 86.3 for 1937 and 61.8 for 1933.

Sales of the food group were practically unchanged at \$24,876,000 for 1939 compared with \$24,853,000 in 1938. Within this group grocery and combination stores were down 1.0 per cent but all other lines recorded increased sales. Meat markets (including fish markets) were up 2.5 per cent and fruit and vegetable stores up 4.8 per cent. Country general store sales declined from \$22,980,000 in 1938 to \$22,658,000 in 1939, down 1.4 per cent.

The automotive group which is the most important in this province from point of view of sales volume, had sales totalling \$36,154,000 in 1939 compared with \$35,434,000 in 1938, a gain of 2.0 per cent. The sales index for the group stands at 116.2 for 1939, 113.9 for 1938, 101.5 for 1937 and 52.7 for 1933. Motor vehicle dealers reported sales of \$28,720,000 in 1939, up 1.7 per cent from the \$28,240,000 recorded in 1938; filling station sales rose 4.5 per cent and garage sales 1.5 per cent.

Sales of the apparel group of stores were 0.8 per cent higher in 1939 than in the previous year but this was the not resultant of widely varied trends within the group. Men's and boys' clothing and furnishings stores were down 4.0 per cent while shoe stores were also below the level of 1938 by 8.6 per cent. On the other hand, family clothing store sales rose 5.4 per cent and women's apparel and accessory stores, 7.8 per cent. The building materials group reported an increase in sales value of 1.2 per cent over the previous year, a gain of 4.8 per cent in the sales of lumber and building material dealers more than offsetting a decline in sales of 2.6 per cent in hardware stores. The furniture and household group did 1.0 per cent more business in 1939 than in the preceding year, a gain of 2.4 per cent in the sales of furniture stores and 6.1 per cent in radio and music stores overcoming a 7.6 per cent drop in business of household appliance stores.

Other important lines of trade which showed 1939 sales in advance of 1938 sales levels were farmers' supply stores up 5.1 per cent, drug stores up 2.1 per cent, jewellery stores up 3.1 per cent, office, school and store supply and equipment dealers up 10.8 per cent, tobacco stores and stands up 1.6 per cent, and government liquor stores up 8.3 per cent. Sales in the restaurant group in 1939 were almost unchanged from 1938 as also were sales in coal and wood yards.

There were 82 chain store companies operating 572 unit stores in the province of Alberta in 1939, compared with 81 chain firms operating 564 stores in the previous year. Chain sales rose from \$27,420,800 in 1938 to \$29,317,800 in 1939 and accounted for 17.9 per cent of the business transacted by all stores in the year under review. Corresponding ratios for earlier years were 17.0 per cent in 1938, 17.3 per cent in 1937 and 17.4 per cent in 1936. Comparisons with years prior to 1936 are not valid due to a change in the method of reporting by the Alberta Liquor Control Board.



Scope of Report

This report is based upon returns received from all chain store companies and from a representative number of independent stores operating in the various lines of business for which data are shown in the attached tables. The reports which have been secured have been used in determining the most probable value of sales for those units which do not report to the annual census so that the sales figures given here relate to the total retail trade and not to the business transacted by the reporting firms only. Since reports are not received from all stores for this annual census, it is not possible to state the total number of trading establishments operating during years subsequent to 1930. In all, including both chain and independent stores, returns were received covering approximately 6,500 establishments in the Prairie Provinces and it is estimated that those transacted about 66 per cent of the total retail trade.

It should be clearly understood that all retail sales figures given in this report relate to stores grouped according to kind of business and not to commodity sales. Grocery stores sell a number of lines of goods in addition to strictly grocery items. Drug stores are not restricted to the sale of drugs and medicines. On the other hand, groceries are sold in many kinds of stores in addition to those units classified as grocery stores. Country general stores and department stores are especially active in some districts in the sale of these commodities.



PRAIRIE PROVINCES - RETAIL MERCHANDISE TRADE, 1932

Table 1.--Total Net Sales and Sales Indexes, for Kind of Business Groups and Selected Kinds of Business

Kind of Business	Stores and Sales, 1930 Number(1) Total Net of Sales	Estimated Sales(2)		Indexes of Retail Sales (1930 = 100)								% of Change 1939/3
		1938	1939	1930	1932	1933	1934	1935	1936	1938	1939	
		\$	\$									
Total, All Stores .....	26,292	554,962,100	451,490,000	470,523,000	100.0	64.8	60.2	65.9	70.1	75.6	81.4	+ 4.2
Food Group .....	6,448	82,426,200	65,316,000	66,794,000	100.0	70.9	65.5	68.0	70.9	74.0	79.2	+ 2.3
Country General Stores .....	3,693	82,009,600	63,851,000	63,142,000	100.0	66.6	63.2	69.3	72.4	74.5	77.9	+ 1.2
General Merchandise Group .....	251	107,644,900	85,412,000	90,153,000	100.0	73.4	71.0	73.7	76.3	80.4	81.0	+ 5.6
Automotive Group .....	3,255	78,774,300	85,203,000	91,222,000	100.0	52.7	49.9	65.8	77.4	88.2	108.2	+ 7.1
Apparel Group .....	1,294	30,916,800	23,180,000	24,632,000	100.0	69.6	63.7	68.7	71.5	73.7	74.9	+ 6.4
Building Materials Group .....	2,455	50,359,600	35,327,000	37,117,000	100.0	58.2	51.1	57.2	61.9	67.7	68.0	+ 5.1
Furniture and Household Group .....	399	13,181,700	9,695,000	10,219,000	100.0	62.0	53.5	53.1	65.4	70.7	73.7	+ 5.4
Restaurants, Cafeterias & Eating Places .....	1,327	17,101,600	10,409,000	10,557,000	100.0	59.2	50.9	52.6	55.2	57.4	60.9	+ 1.4
Other Retail Stores .....	7,170	22,547,400	73,080,000	76,687,000	100.0	61.5	55.6	59.2	62.4	70.4	75.2	+ 4.2
Grocery and combination stores .....	3,114	52,803,600	44,373,000	45,449,000	100.0	76.4	70.3	72.5	75.3	78.9	84.0	+ 2.4
Meat markets (including fish markets) .....	1,183	14,581,500	9,626,000	9,794,000	100.0	55.0	50.9	56.4	59.5	60.0	63.3	+ 2.0
Department stores .....	24	96,588,600	71,200,000	78,223,000	100.0	73.0	70.3	72.6	75.0	78.8	79.0	+ 5.4
Variety stores .....	39	5,270,900	5,724,000	6,457,000	100.0	86.2	84.0	89.3	92.8	101.1	106.0	+ 11.6
Motor vehicle dealers .....	922	54,832,900	63,710,000	68,361,000	100.0	45.2	43.6	60.8	77.7	89.8	110.1	+ 7.3
Filling stations(3) .....	1,066	12,371,200	12,894,000	13,733,000	100.0	78.9	74.3	93.7	91.8	101.5	100.3	+ 6.5
Men's and boys' clothing and furnishing stores (including custom tailors) .....	616	9,902,600	7,880,000	8,206,000	100.0	64.9	61.1	67.0	73.1	76.0	77.0	+ 3.9
Women's apparel and accessories stores .....	398	9,937,500	7,124,000	7,630,000	100.0	69.4	63.3	68.7	68.0	69.8	70.5	+ 7.1
Shoe stores .....	153	3,626,500	2,989,000	3,042,000	100.0	75.7	67.2	71.9	74.5	77.7	78.5	+ 1.6
Hardware stores .....	1,044	20,401,400	15,123,000	15,549,000	100.0	63.5	57.7	65.0	67.7	71.1	71.5	+ 2.8
Lumber and building material dealers .....	1,272	27,421,000	17,849,000	19,334,000	100.0	54.1	46.3	51.6	51.5	64.3	63.9	+ 8.3
Furniture stores .....	125	4,314,200	3,866,000	4,115,000	100.0	68.2	66.5	70.2	78.5	83.5	85.8	+ 6.4
Radio and music stores .....	142	5,356,600	2,787,000	2,889,000	100.0	58.1	43.8	45.1	50.5	54.2	55.7	+ 3.5
Coal and wood yards .....	387	11,749,200	8,313,000	8,255,000	100.0	78.1	69.2	64.7	69.8	75.3	74.4	+ 0.8
Drug stores .....	883	14,525,600	12,061,000	12,554,000	100.0	75.2	67.6	63.9	73.1	77.4	80.7	+ 4.1

(1) The numbers of stores are shown only for 1930. Total sales figures for later years are estimated upon the basis of returns from a sample number of firms. The total number of stores in operation in these later years is not known.

(2) In some instances, figures for years subsequent to 1930 have been revised.

(3) Sales figures for filling stations for years subsequent to 1930 have been estimated from data on gasoline consumption and retail prices.





- 7 -  
PRAIRIE PROVINCES - RETAIL MERCHANDISE TRADE, 1939

Table 2.--Number of Chains, Chain Stores, Total Chain Store Sales and Percentage  
of Chain Store Sales to Total Sales, by Years

	1930	1933	1938	1939
<b>ALL STORES, TOTAL -</b>				
Chains .....	171	149	133	129
Stores (maximum) ..	2,350	2,057	1,864	1,878
Chain sales .....	\$ 81,080,600	\$ 51,644,400	\$ 67,508,200	\$ 74,134,800
Total sales .....	\$554,962,100	\$334,210,000	\$451,490,000	\$470,523,000
%, chains to total	14.6	15.5	15.0	15.8
<b>Grocery and Combination Stores -</b>				
Chains .....	16	15	13	11
Stores (maximum) ..	364	344	342	331
Chain sales .....	\$ 17,015,000	\$ 12,973,900	\$ 16,137,000	\$ 17,737,500
Total sales .....	\$ 52,803,600	\$ 37,133,000	\$ 44,373,000	\$ 45,449,000
%, chains to total	32.2	34.9	36.4	39.0
<b>Variety Stores -</b>				
Chains .....	4	4	5	5
Stores (maximum) ..	29	30	40	45
Chain sales .....	\$ 4,857,500	\$ 4,128,500	\$ 5,446,500	\$ 6,102,400
Total sales .....	\$ 5,270,900	\$ 4,430,000	\$ 5,784,000	\$ 6,457,000
%, chains to total	92.2	93.2	94.2	94.5
<b>Men's and Boys' Clothing and Furnishings Stores (inc. custom tailors)-</b>				
Chains .....	4	3	5	4
Stores (maximum) ..	16	13	20	20
Chain sales .....	\$ 765,000	\$ 475,000	\$ 719,800	\$ 709,900
Total sales .....	\$ 9,902,600	\$ 6,051,000	\$ 7,895,000	\$ 8,206,000
%, chains to total	7.7	7.8	9.1	8.7
<b>Women's Apparel and Accessories Stores -</b>				
Chains .....	8	3	4	5
Stores (maximum) ..	36	20	21	26
Chain sales .....	\$ 2,262,400	\$ 993,400	\$ 635,000	\$ 684,200
Total sales .....	\$ 9,937,500	\$ 6,286,000	\$ 7,124,000	\$ 7,630,000
%, chains to total	22.8	15.8	8.9	9.0
<b>Restaurants, Cafeterias and Eating Places -</b>				
Chains .....	7	6	6	6
Stores (maximum) ..	35	32	31	30
Chain sales .....	\$ 1,127,800	\$ 605,200	\$ 527,500	\$ 539,000
Total sales .....	\$ 17,101,600	\$ 8,697,000	\$ 10,409,000	\$ 10,557,000
%, chains to total	6.6	7.0	5.1	5.1
<b>Drug Stores -</b>				
Chains .....	7	6	6	6
Stores (maximum) ..	37	36	36	35
Chain sales .....	\$ 1,778,600	\$ 1,183,800	\$ 1,530,200	\$ 1,536,200
Total sales .....	\$ 14,525,600	\$ 9,818,000	\$ 12,061,000	\$ 12,554,000
%, chains to total	12.2	12.1	12.7	12.2
<b>Lumber and Building Material Dealers -</b>				
Chains .....	41	38	32	29
Yards (maximum) ...	1,009	860	771	769
Chain sales .....	\$ 16,829,300	\$ 8,101,200	\$ 10,922,100	\$ 12,044,700
Total sales .....	\$ 27,241,000	\$ 12,623,000	\$ 17,849,000	\$ 19,334,000
%, chains to total	61.8	64.2	61.2	62.3

NOTE: In some instances, figures for years subsequent to 1930 have been revised.



# PRAIRIE PROVINCES - RETAIL MERCHANDISE TRADE, 1932

Table 3.--Comparison of Total Sales and Chain Store Sales, by Provinces

	1930	1933	1936	1937	1938	1939
Prairie Provinces -						
Number of chains	171	149	135	132	133	123
Stores (maximum)	2,350	2,057	1,915	1,879	1,864	1,873
Chain sales	\$ 81,080,600	\$ 51,644,400	\$ 65,853,700	\$ 67,059,200	\$ 67,508,200	\$ 74,134,800
Total sales	\$554,962,100	\$334,210,000	\$419,329,000	\$442,827,000	\$451,490,000	\$470,523,000
%, chains to total	14.6	15.5	15.7	15.1	15.6	15.8
Manitoba -						
Number of chains	91	73	66	63	62	61
Stores (maximum)	434	374	355	331	323	327
Chain sales	\$ 22,105,800	\$ 13,619,700	\$ 16,677,300	\$ 18,027,800	\$ 17,797,300	\$ 18,617,000
Total sales	\$189,243,900	\$122,045,000	\$148,543,000	\$161,253,000	\$160,690,000	\$161,835,000
%, chains to total	11.7	11.2	11.2	11.2	11.1	11.5
Saskatchewan -						
Number of chains	101	90	82	82	83	83
Stores (maximum)	1,234	1,046	986	983	977	979
Chain sales	\$ 34,056,300	\$ 20,755,200	\$ 23,986,900	\$ 22,717,400	\$ 22,290,200	\$ 26,199,900
Total sales	\$189,181,100	\$103,091,000	\$131,935,000	\$129,166,000	\$129,309,000	\$144,477,000
%, chains to total	18.0	20.1	18.2	17.6	17.2	18.1
Alberta(1) -						
Number of chains	104	93	81	79	81	82
Stores (maximum)	682	637	574	565	564	572
Chain sales	\$ 24,918,500	\$ 17,269,500	\$ 24,189,500	\$ 26,314,000	\$ 27,420,800	\$ 29,317,800
Total sales	\$176,537,100	\$109,074,000	\$138,853,000	\$152,408,000	\$161,491,000	\$164,211,000
%, chains to total	14.1	15.8	17.4	17.3	17.0	17.9

(1) Figures for 1936, 1937 to 1939 for Alberta include an indeterminate amount of sales at wholesale prices by the Alberta Liquor Control Board.





**PRAIRIE PROVINCES - RETAIL MERCHANDISE TRADE, 1932**

**Table 4.--MANITOBA - Total Net Sales and Sales Indexes, by Kinds of Business**

Kind of Business	Stores and Sales, 1930		Indexes of Retail Sales (1930 = 100)												% of Change 1939/8
	Number (1) of stores	Total Net Sales	Estimated Sales (2)		1930	1932	1933	1934	1935	1936	1937	1938	1939		
			1930	1939	100.0	69.6	64.5	69.4	73.4	78.5	85.2	84.2	85.5		
Total, All Stores .....	6,859	189,243,900	160,690,000	161,835,000	100.0	69.6	64.5	69.4	73.4	78.5	85.2	84.2	85.5	+ 0.7	
Food Group .....	2,249	27,410,900	22,648,000	23,319,000	100.0	76.4	69.5	71.4	74.1	77.9	83.2	82.6	85.1	+ 3.0	
Candy and confectionery stores .....	353	3,480,100	2,695,000	2,706,000	100.0	72.6	67.3	65.3	69.1	72.4	78.5	77.4	77.8	+ 0.4	
Grocery and combination stores .....	1,327	18,915,700	15,806,000	16,526,000	100.0	80.0	72.6	74.2	76.1	80.0	84.7	83.6	87.4	+ 4.6	
Meat markets (including fish markets) ..	275	3,309,500	2,512,000	2,449,000	100.0	58.9	52.8	59.6	65.0	67.5	74.4	75.9	74.0	+ 2.5	
Country General Stores .....	852	15,542,700	13,434,000	12,870,000	100.0	66.6	64.1	69.7	70.7	76.4	86.1	86.4	82.8	- 4.2	
General Merchandise Group .....	87	64,344,000	48,341,000	50,467,000	100.0	73.7	71.0	73.1	76.4	79.0	79.2	75.1	78.4	+ 4.4	
Automotive Group .....	758	20,605,500	27,990,000	27,059,000	100.0	58.8	56.7	77.3	89.0	101.3	128.7	135.8	131.3	- 3.3	
Motor vehicle dealers .....	163	13,587,300	19,375,000	18,154,000	100.0	47.7	45.6	68.8	85.3	100.3	136.2	142.6	133.6	- 6.3	
Filling stations(3) .....	288	3,871,500	5,981,000	6,238,000	100.0	89.9	92.1	114.8	116.7	126.2	141.0	154.5	161.1	+ 4.3	
Garages .....	273	2,683,500	2,218,000	2,245,000	100.0	67.6	60.8	66.5	70.1	73.8	80.5	82.7	83.7	+ 1.2	
Apparel Group .....	432	9,597,200	7,720,000	8,088,000	100.0	71.1	66.4	72.9	75.2	78.3	82.0	80.4	84.3	+ 4.8	
Men's and boys' clothing and furnish- ings (including custom tailors) .....	201	2,750,000	2,140,000	2,206,000	100.0	64.1	59.2	65.3	69.5	74.7	80.1	77.8	80.2	+ 3.1	
Family clothing stores .....	38	1,794,600	1,555,000	1,592,000	100.0	77.5	74.4	78.3	84.1	88.7	90.5	86.6	88.7	+ 2.4	
Women's apparel and accessories stores	152	3,713,800	2,885,000	3,070,000	100.0	72.1	67.5	76.6	75.9	76.1	79.4	77.7	82.7	+ 6.4	
Shoe stores .....	41	1,338,800	1,140,000	1,220,000	100.0	74.1	67.7	71.4	72.9	77.9	81.9	85.2	91.1	+ 7.0	
Building Materials Group .....	417	12,173,400	10,588,000	10,084,000	100.0	57.9	51.8	58.6	63.2	71.8	81.6	87.0	82.8	- 4.8	
Hardware stores .....	186	4,070,500	3,801,000	3,581,000	100.0	67.4	61.9	72.3	72.5	79.8	90.3	93.4	88.0	- 5.8	
Lumber and building material dealers	176	6,430,200	5,186,000	5,020,000	100.0	51.8	45.9	50.5	57.2	64.3	73.7	80.7	78.1	- 3.2	
Electrical, heating and plumbing, paint and glass shops .....	48	514,900	401,000	332,000	100.0	58.7	45.6	50.9	60.4	71.9	72.2	77.9	64.5	-17.2	

(1), (2) and (3): See footnotes on page 10.



PRAIRIE PROVINCES - RETAIL MERCHANDISE TRADE, 1939

Table 4.--MANITOBA - Total Net Sales and Sales Indexes, by Kinds of Business (Contd.)

Kind of Business	Stores and Sales, 1930		Indexes of Retail Sales (1930 = 100)										% of Change 1939/8	
	Number(1) of stores	Total Net Sales	Estimated Sales(2)		1930	1932	1933	1934	1935	1936	1937	1938		1939
			1938	1939										
Furniture and Household Group ..	101	3,740,800	2,871,000	2,866,000	100.0	68.8	54.6	63.3	68.5	75.9	80.1	76.7	76.6	- 0.2
Furniture stores .....	32	674,300	627,000	663,000	100.0	60.2	59.6	64.5	72.5	81.0	89.3	93.0	98.3	+ 5.7
Household appliance stores .....	15	1,100,800	874,000	897,000	100.0	57.2	50.8	53.5	61.5	70.6	79.9	79.4	81.5	+ 2.6
Radio and music stores .....	40	1,782,300	1,240,000	1,172,000	100.0	79.2	55.1	61.8	71.7	78.2	77.8	69.6	65.8	+ 5.5
Restaurants, Cafeterias and Eating Places .....	338	5,553,300	3,034,000	3,043,000	100.0	60.3	48.3	48.4	49.5	51.4	54.6	54.6	54.8	+ 0.3
Other Retail Stores .....	1,625	30,276,100	24,064,000	24,039,000	100.0	69.6	60.3	62.7	65.9	71.6	78.5	79.5	72.4	- 0.1
Farmers' supply stores .....	232	2,753,700	2,126,000	2,083,000	100.0	63.1	58.0	67.6	67.1	70.2	81.5	77.2	75.6	- 2.0
Book stores .....	18	801,400	456,000	474,000	100.0	55.3	44.2	45.3	46.8	50.8	57.4	56.9	59.1	+ 3.9
Coal and wood yards .....	159	7,181,300	5,023,000	4,877,000	100.0	75.7	67.7	63.0	67.8	74.4	75.3	69.9	67.9	+ 2.9
Drug stores .....	220	4,294,000	3,917,000	3,972,000	100.0	81.0	71.5	72.5	77.0	83.0	89.6	91.2	92.5	+ 1.4
Florists .....	28	688,700	512,000	514,000	100.0	65.3	54.9	55.5	62.9	70.0	74.2	74.3	74.6	+ 0.4
Jewellery stores .....	59	1,600,000	1,453,000	1,563,000	100.0	57.9	53.5	71.6	78.4	78.8	89.1	90.8	97.7	+ 7.6
Office, school and store supplies and equipment dealers .....	39	1,658,500	1,247,000	1,205,000	100.0	52.0	42.2	46.9	55.2	64.9	71.9	75.2	72.7	- 3.4
Tobacco stores and stands .....	73	981,100	917,000	934,000	100.0	88.0	76.5	80.6	80.9	88.6	94.8	93.5	95.2	+ 1.9
Government liquor stores .....	15	3,927,500	3,565,000	3,637,000	100.0	75.6	56.4	57.8	59.3	67.1	80.2	90.8	92.6	+ 2.0
Miscellaneous kinds of business (including secondhand stores) .....	782	6,389,900	4,848,000	4,780,000	100.0	61.2	54.6	58.8	60.0	64.2	72.1	75.9	74.8	- 1.4

(1) The numbers of stores are shown only for 1930. Total sales figures for later years are estimated upon the basis of returns from a sample number of firms. The total number of stores in operation in these later years is not known.

(2) In some instances figures for years subsequent to 1930 have been revised.

(3) Sales figures for filling stations for years subsequent to 1930 have been estimated from data on gasoline consumption and retail prices.

Note: Group totals may include figures for classifications not separately shown.





PRAIRIE PROVINCES - RETAIL MERCHANDISE TRADE, 1932

Table 5.-SASKATCHEWAN - Total Net Sales and Sales Indexes, by Kinds of Business

Kind of Business	Stores and Sales, 1930		Indexes of Retail Sales										% of Change 1939/8	
	Number (1) of stores	Total Net Sales \$	Estimated Sales (2)		(1930 = 100)									
			1938 \$	1939 \$	1930	1932	1933	1934	1935	1936	1937	1938	1939	
Total, All Stores .....	10,841	189,181,100	129,309,000	144,477,000	100.0	59.2	54.5	59.4	63.2	69.7	68.3	68.4	76.4	+11.7
Food Group .....	2,046	25,877,700	17,815,000	18,599,000	100.0	65.0	59.8	60.7	63.0	66.2	68.9	68.8	71.9	+ 4.4
Candy and confectionery stores .....	386	2,810,800	1,533,000	1,643,000	100.0	54.1	51.9	50.0	51.4	57.4	57.0	54.5	58.5	+ 7.2
Fruit and vegetable stores .....	31	354,900	352,000	369,000	100.0	75.8	69.9	74.4	72.7	84.8	93.0	99.2	104.0	+ 4.8
Grocery and combination stores .....	889	16,944,300	12,189,000	12,703,000	100.0	69.5	63.3	63.6	65.6	68.7	72.8	71.9	75.0	+ 4.2
Meat markets (including fish markets) ..	483	4,746,200	2,831,000	2,975,000	100.0	53.4	50.2	54.6	56.9	57.6	56.4	59.6	62.7	+ 5.1
Country General Stores .....	1,641	37,710,000	27,477,000	27,614,000	100.0	64.5	61.2	67.5	70.1	73.5	72.9	72.9	73.2	+ 0.5
General Merchandise Group .....	71	20,102,400	16,439,000	18,100,000	100.0	71.0	69.5	73.5	73.2	84.0	80.5	81.8	90.0	+10.1
Automotive Group .....	1,382	27,048,700	21,776,000	28,009,000	100.0	45.8	41.6	53.0	63.7	80.8	83.0	80.5	103.6	+28.6
Motor vehicle dealers .....	421	18,666,000	16,095,000	21,487,000	100.0	38.9	36.3	47.3	63.3	83.2	90.5	86.2	115.1	+33.5
Filling stations(3) .....	391	4,004,200	3,047,000	3,455,000	100.0	69.0	60.3	80.2	76.7	89.7	74.4	76.1	86.3	+13.4
Garages .....	534	3,909,600	2,434,000	2,843,000	100.0	53.4	46.8	52.4	54.7	64.3	61.1	62.3	72.7	+16.8
Apparel Group .....	373	10,231,900	6,839,000	7,873,000	100.0	67.2	58.5	62.7	68.0	71.6	65.4	66.8	76.9	+15.1
Men's and boys' clothing and furnish- ings (including custom tailors) .....	182	3,073,600	2,541,000	2,912,000	100.0	66.3	61.8	69.4	78.2	85.3	76.2	82.7	94.7	+14.6
Family clothing stores .....	38	3,959,800	2,401,000	2,905,000	100.0	69.4	59.5	62.9	67.5	68.2	61.8	60.6	73.4	+21.0
Women's apparel and accessories stores	110	2,294,500	1,219,000	1,304,000	100.0	66.3	54.1	53.1	55.3	59.0	55.2	53.1	56.8	+ 7.0
Shoe stores .....	43	904,000	678,000	752,000	100.0	63.2	54.8	63.4	67.6	71.8	70.6	75.0	83.2	+10.9
Building Materials Group .....	1,276	22,612,200	11,916,000	14,061,000	100.0	55.6	47.7	51.9	57.7	63.4	55.1	52.7	62.2	+18.0
Hardware stores .....	526	8,829,000	5,406,000	6,206,000	100.0	60.9	54.6	59.4	65.6	69.3	60.9	61.2	70.3	+14.8
Lumber and building material dealers ..	717	13,473,100	6,362,000	7,711,000	100.0	52.0	43.2	47.0	52.4	59.5	51.3	47.2	57.2	+21.2

{1}, {2} and {3}: See footnotes on page 12.





PRAIRIE PROVINCES - RETAIL MERCHANDISE TRADE, 1932

Table 5.--SASKATCHEWAN - Total Net Sales and Sales Indexes, by Kinds of Business (Contd.)

Kind of Business	Stores and Sales, 1930		Estimated Sales(2)		Indexes of Retail Sales (1930 = 100)										% of Change 1939/8
	Number(1) of stores	Total Net. Sales	1938	1939	1930	1932	1933	1934	1935	1936	1937	1938	1939		
Furniture and Household Group ..	142	4,087,300	2,527,000	3,013,000	100.0	56.1	47.7	51.5	58.4	66.7	65.1	61.8	73.7	+ 19.2	
Furniture stores .....	42	1,188,100	884,000	1,040,000	100.0	72.5	65.5	65.7	76.3	81.6	76.5	74.4	87.5	+ 17.6	
Household appliance stores .....	47	1,009,600	890,000	1,104,000	100.0	57.0	47.5	61.5	74.2	93.1	93.8	88.2	109.4	+ 24.0	
Radio and music stores .....	42	1,793,200	706,000	821,000	100.0	44.9	36.0	36.6	38.1	43.0	42.3	39.4	45.8	+ 16.3	
Restaurants, Cafeterias and Eating Places .....	506	5,551,900	3,180,000	3,323,000	100.0	55.2	49.7	52.2	55.2	58.1	58.9	57.3	59.9	+ 4.5	
Other Retail Stores .....	3,404	35,959,000	21,340,000	23,885,000	100.0	54.0	49.6	52.6	54.1	57.7	56.0	59.3	66.4	+ 11.9	
Farmers' supply stores .....	903	4,281,900	2,853,000	3,038,000	100.0	51.1	43.8	47.5	51.5	57.8	64.4	66.6	70.9	+ 6.5	
Book stores .....	10	423,300	207,000	212,000	100.0	55.3	44.2	45.4	49.1	52.7	50.6	48.9	50.1	+ 2.4	
Coal and wood yards .....	147	3,678,300	2,631,000	2,715,000	100.0	81.2	70.2	63.9	68.7	75.3	71.9	71.5	73.8	+ 3.2	
Drug stores .....	374	4,988,000	3,607,000	3,950,000	100.0	68.8	62.1	66.0	68.5	72.5	71.9	72.3	79.2	+ 9.5	
Florists .....	15	297,000	201,000	220,000	100.0	65.3	54.9	55.6	62.0	64.6	65.3	67.7	74.1	+ 9.5	
Jewellery stores .....	108	1,103,300	804,000	915,000	100.0	49.0	49.0	52.9	60.0	67.0	61.3	72.9	82.9	+ 13.8	
Office, school and store supplies and equipment dealers .....	30	956,400	564,000	677,000	100.0	63.3	44.0	48.8	59.4	66.1	60.0	59.0	70.8	+ 20.0	
Tobacco stores and stands .....	89	945,900	641,000	684,000	100.0	74.2	62.1	62.4	64.7	69.0	70.9	67.8	72.3	+ 6.7	
Government liquor stores .....	224	9,226,800	3,717,000	4,430,000	100.0	51.9	52.3	56.4	46.9	45.7	39.8	40.3	48.0	+ 19.2	
Miscellaneous kinds of business (including secondhand stores) .....	1,504	10,058,100	6,115,000	7,044,000	100.0	37.2	35.4	40.1	47.2	52.1	51.2	60.8	70.0	+ 15.2	

(1) The number of stores is shown only for 1930. Total sales figures for later years are estimated upon the basis of returns from a sample number of firms. The total number of stores in operation in these later years is not known.

(2) In some instances, figures for years subsequent to 1930 have been revised.

(3) Sales for filling stations for years subsequent to 1930 have been estimated from data on gasoline consumption and retail prices.

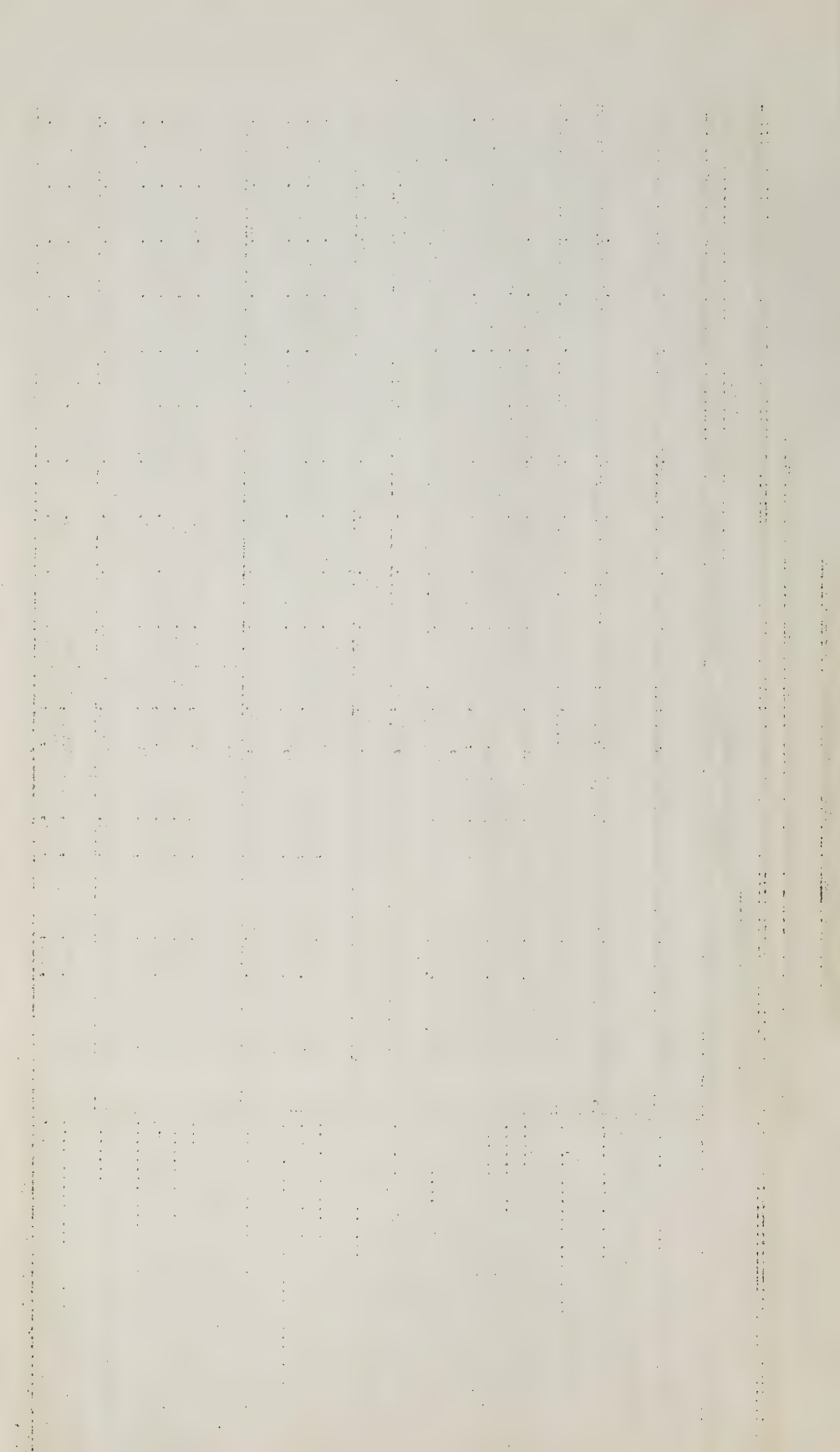
NOTE: Group totals may include figures for classifications not separately shown.



Table 6.--ALBERTA - Total Net Sales and Sales Indexes, by Kinds of Business

Kind of Business	Stores and Sales, 1930		Indexes of Retail Sales (1930 = 100)							% of Change 1939/8				
	Number(1) of Stores	Total Net Sales	Estimated Sales(2)		1930	1932	1933	1934	1935		1936	1937	1938	1939
			1938	1939										
Total, All Stores .....	8,592	176,537,100	161,491,000	164,211,000	100.0	65.6	61.8	69.0	74.0	78.7	86.3	91.5	93.0	+ 1.7
Subtotal - Liquor Control Board Sales excluded .....	8,558	171,859,200	152,845,000	154,845,000	100.0	65.7	61.9	69.0	73.8	76.3	83.9	88.9	90.1	+ 1.3
Food Group .....	2,153	29,137,600	24,853,000	24,876,000	100.0	70.9	66.8	71.2	74.9	77.3	83.0	85.3	85.4	+ 0.1
Candy and confectionery stores .....	473	3,732,300	2,505,000	2,560,000	100.0	60.1	58.3	59.8	61.1	62.1	64.6	67.1	68.6	+ 2.2
Fruit and vegetable stores .....	49	286,700	313,000	328,000	100.0	83.0	78.1	83.0	81.6	93.5	102.5	109.2	114.0	+ 4.8
Grocery and combination stores .....	898	16,943,600	16,378,000	16,220,000	100.0	79.4	74.8	79.5	84.3	87.8	94.4	96.7	95.7	+ 1.0
Meat markets (including fish markets)	425	6,525,800	4,263,000	4,370,000	100.0	54.3	50.5	56.2	58.5	57.9	62.8	65.3	67.0	+ 2.5
Country General Stores .....	1,200	28,756,900	22,980,000	22,658,000	100.0	69.3	65.3	71.6	73.5	74.9	78.8	79.9	78.8	+ 1.4
General Merchandise Group .....	93	23,198,500	20,632,000	21,586,000	100.0	74.9	72.3	75.5	78.7	81.2	86.5	88.9	93.0	+ 4.6
Automotive Group .....	1,115	31,120,100	35,434,000	36,154,000	100.0	54.7	52.7	69.3	81.7	86.0	101.5	113.9	116.2	+ 2.0
Motor vehicle dealers .....	328	22,379,600	23,240,000	23,720,000	100.0	48.9	48.5	67.3	85.0	88.9	110.6	126.2	128.3	+ 1.7
Filling stations(3) .....	307	4,495,500	3,666,000	4,040,000	100.0	78.2	71.5	87.7	93.7	90.6	88.2	86.0	89.9	+ 4.5
Garages .....	355	3,515,700	2,682,000	2,722,000	100.0	60.3	54.7	60.8	61.9	65.1	67.2	76.3	77.4	+ 1.5
Apparel Group ..	409	11,087,700	8,601,000	8,671,000	100.0	70.5	66.2	70.4	71.5	71.5	73.9	77.6	73.2	+ 0.8
Men's and boys' clothing and furnis- ings (including custom tailors) ...	233	4,079,000	3,217,000	3,088,000	100.0	64.3	61.9	66.3	71.6	69.7	75.5	78.9	75.7	+ 4.0
Family clothing stores .....	51	1,695,800	1,193,000	1,257,000	100.0	77.7	73.3	74.5	72.5	70.6	71.6	70.4	74.1	+ 5.4
Women's apparel and accessories stores	136	3,929,200	3,020,000	3,256,000	100.0	68.6	64.6	70.2	67.8	70.2	71.1	76.9	82.9	+ 7.8
Shoe stores .....	69	1,383,700	1,171,000	1,070,000	100.0	85.5	74.8	78.1	80.5	81.2	80.4	84.6	77.3	+ 8.6
Building Materials Group .....	762	15,574,000	12,823,000	12,972,000	100.0	62.1	55.5	63.8	67.1	70.7	76.1	82.3	83.3	+ 1.2
Hardware stores .....	332	7,501,900	5,916,000	5,762,000	100.0	64.5	59.1	67.5	67.6	68.5	73.8	78.9	76.8	+ 2.6
Lumber and building material dealers.	379	7,337,700	6,301,000	6,603,000	100.0	60.0	52.5	61.0	67.1	73.0	78.5	85.9	90.0	+ 4.8

(1), (2) and (3): See footnotes on page 14.





PRAIRIE PROVINCES - RETAIL MERCHANDISE TRADE, 1939

Table 6.--ALBERTA - Total Net Sales and Sales Indexes, by Kinds of Business (Contd.)

Kind of Business	Stores and Sales, 1930		Estimated Sales(2)		Indexes of Retail Sales (1930 = 100)										% of Change 1939/8
	Number(1) of Stores	Total Net. Sales	1938	1939	1930	1932	1933	1934	1935	1936	1937	1938	1939		
Furniture and Household Group	156	5,353,600	4,297,000	4,340,000	100.0	61.6	57.2	61.7	68.5	70.2	76.2	80.3	81.1	+ 1.0	
Furniture stores .....	51	2,451,600	2,355,000	2,412,000	100.0	68.3	68.9	74.0	81.2	85.2	89.3	96.1	98.4	+ 2.4	
Household appliance stores .....	26	857,000	918,000	848,000	100.0	66.4	58.7	77.6	89.4	88.4	102.0	107.1	98.9	+ 7.6	
Radio and music stores .....	60	1,781,100	841,000	892,000	100.0	50.2	40.3	36.9	41.8	41.4	47.0	47.2	50.1	+ 6.1	
Restaurants, Cafeterias and Eating Places .....	483	5,996,400	4,195,000	4,191,000	100.0	61.9	54.3	57.0	60.6	62.3	68.1	70.0	69.9	- 0.1	
Other Retail Stores .....	2,141	26,312,300	27,676,000	28,763,000	100.0	62.4	58.4	64.4	69.6	86.4	97.6	105.2	109.3	+ 3.9	
Farmers' supply stores .....	404	2,134,800	2,215,000	2,328,000	100.0	56.0	63.6	70.2	74.7	88.1	98.0	103.8	109.1	+ 5.1	
Book stores .....	13	603,900	390,000	362,000	100.0	55.3	44.2	45.2	47.2	51.8	59.3	64.6	59.9	+ 7.2	
Coal and wood yards .....	81	889,600	665,000	663,000	100.0	84.5	77.8	81.9	90.3	82.7	78.0	74.8	74.5	- 0.3	
Drug stores .....	289	5,243,600	4,537,000	4,632,000	100.0	76.4	69.6	71.5	74.3	77.5	81.7	86.5	88.3	+ 2.1	
Florists .....	24	506,100	272,000	278,000	100.0	52.2	43.9	44.5	47.2	51.4	53.3	53.7	54.9	+ 2.2	
Jewellery stores .....	93	1,367,200	1,141,000	1,176,000	100.0	54.3	55.3	63.0	70.0	70.4	76.9	83.5	86.0	+ 3.1	
Office, school and store supplies and equipment dealers .....	38	1,089,100	793,000	879,000	100.0	49.7	38.4	43.7	50.0	57.7	69.6	72.8	80.7	+10.8	
Tobacco stores and stands .....	102	1,119,400	761,000	773,000	100.0	69.9	65.0	64.5	64.0	63.3	66.7	68.0	69.1	+ 1.6	
Government liquor stores .....	34	4,677,900	4,646,000	4,936,000	100.0	62.6	57.7	68.9	79.7	(x)	(x)	(x)	(x)	+ 8.3	
Miscellaneous kinds of business (including secondhand stores) ....	1,063	8,680,700	8,256,000	8,306,000	100.0	56.1	52.7	59.6	63.9	63.6	83.3	95.1	95.7	+ 0.6	

(1) The number of stores is shown only for 1930. Total sales figures for later years are estimated upon the basis of returns from a sample number of firms. The total number of stores in operation in these later years is not known.

(2) In some instances, figures for years subsequent to 1930 have been revised.

(3) Sales figures for filling stations for years subsequent to 1930 have been estimated from data on gasoline consumption and retail prices.

(4) This amount includes sales of beer at wholesale prices to licensed premises in addition to sales of beer, wine and liquor at retail prices through Government Liquor Stores. Figures shown for earlier years include sales at retail through Government Liquor Stores only.

(\*) Not comparable. NOTE: Group totals may include figures for classifications not separately shown.



63-D-28

C A N A D A  
DOMINION BUREAU OF STATISTICS  
CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

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RETAIL MERCHANDISE TRADE  
IN THE  
PRAIRIE PROVINCES  
CALENDAR YEAR  
1940

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Published by Authority of the Hon. James A. MacKinnon, M.P.,  
Minister of Trade and Commerce.

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DEPARTMENT OF TRADE AND COMMERCE  
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OTTAWA, CANADA

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CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

Retail Merchandise Trade in the Prairie Provinces, 1940

Retail sales in the three Prairie Provinces are estimated at \$516,270,000 for 1940, up 10 per cent from 1939, 55 per cent higher than the low point reached in 1933 and 7 per cent below the dollar volume of business transacted in 1930, the first year for which comparable sales figures are available. Indexes of sales on the base 1930 equals 100 stands at 93.0 for 1940, 84.8 for 1939, 81.4 for 1938 compared with 60.2 for 1933.

Gains over 1939 were general for the three Prairie Provinces and for individual trades within each province. Saskatchewan led in point of view of increased business with sales in 1940, 12 per cent above 1939, but still 14 per cent below the 1930 level. Manitoba sales increased 9 per cent during the year under review, sales for 1940 standing 7 per cent below the 1930 figure. The 8 per cent increase between 1939 and 1940 in Alberta brought the dollar volume of business for the latter year to a point slightly above that recorded in the base period.

Increases for retail establishments specializing in hardware, lumber and building materials, or furniture and household furnishings exceeded those for other trades. Dealers in lumber and building materials did 21 per cent more business in 1940 than in 1939, part of this increase reflecting the expansion in elevator or other storage construction necessary on account of the deferred marketing of a portion of the 1940 wheat crop. Hardware store sales were up 11 per cent, furniture store sales gained 15 per cent, while sales of stores specializing in radios and musical instruments increased by a similar amount. Sales for the food group of stores as a whole gained 7 per cent; the general merchandise group, comprised chiefly of department stores and variety stores, increased 9 per cent. The automotive group of establishments, including motor vehicle dealers, garages, filling stations and other types of retail establishment catering to the automotive trade stood 13 per cent higher in 1940 than in 1939. The increase for country general stores at 4 per cent was considerably lower than that for other trades, a result which may be attributed in considerable measure to the lower farm income in Manitoba and Saskatchewan in 1940 compared with the preceding year arising from the deferred marketings of the 1940 grain crop.

Chain Stores

There were 130 chain store companies in the Prairie Provinces in 1940 and these operated a total of 1,846 stores or branches with total sales of \$84,997,700 or 16.5 per cent of the total retail trade including both chains and independents. In the preceding year there were 129 chain companies with 1,878 branches or stores whose sales of \$74,134,800 formed 15.8 per cent of the total retail business, while ratios of chain to total sales for earlier years stands at 15.0 per cent for 1938, 15.1 per cent for 1937 and 14.6 per cent for 1930, the first year for which comparable figures are available.

Included in the total chain store figures mentioned above are 12 grocery chains which operated 316 stores in the Prairie Provinces in 1940 and whose sales amounted to \$20,355,500 or 41.6 per cent of the total sales of all grocery and combination stores including both chains and independents. In 1939 the ratio of chain to total sales for this trade was 39.0 per cent, while ratios for earlier years stand at 36.4 per cent for 1938, 37.2 per cent for 1937, and 32.2 per cent in 1930.

For the purposes of these annual surveys the line lumber yards operating in the Prairie Provinces are classified as chains in all instances where four yards or more are operated by the same company. There were 29 such companies in the Prairie Provinces in 1940 with a total of 739 yards whose sales amounted to \$14,224,400, forming 60.6 per cent of the total business of all lumber yards including both the chains and independents. The ratio of chain to total business for this trade has remained relatively





constant over the 11 year period for which data are available, proportions of chain to total sales for years immediately prior to 1940 standing at 62.3 per cent for 1939, 61.2 per cent for 1938, and 60.3 per cent for 1937.

#### Manitoba

Retail sales in Manitoba totalled \$176,505,000 in 1940, an increase of 9 per cent over the previous years sales of \$161,835,000 and 45 per cent higher than the volume of business transacted in 1933. Indexes of sales on the base 1930 equals 100 stands at 93.3 for 1940, 85.5 for 1939, and 84.9 for 1938.

Conforming with the results for other sections of the country, increases registered by stores specializing in furniture, household appliances or radios and musical instruments exceeded those registered by other lines of retail business. Furniture store sales were up 16 per cent, radio and music stores gained 27 per cent, while the increase for stores specializing in household appliances amounted to 31 per cent. Anticipation of higher prices, resulting from the imposition of new taxation schedules, was a stimulating factor affecting the trend in business for these stores.

Motor vehicle dealers transacted 14 per cent more dollar business in 1940 than in 1939, this increase representing the change in the total revenue of these firms and including not only the sale of new and used motor vehicles but also the sale of gasoline and accessories in addition to receipts from repairs or services carried on as subsidiary activities by these firms. There were 7,717 new motor vehicles sold in Manitoba for \$8,562,617 in 1940, up 14 per cent in number and 18 per cent in value compared with the preceding year. In the passenger field alone there were 5,819 new models sold for \$6,439,292 in 1940, gains of 10 per cent in number and 14 per cent in value over the earlier period.

The apparel group of stores increased their business by 8 per cent, gains in individual trades within the group standing at 12 per cent for men's clothing stores, 14 per cent for family clothing stores, 6 per cent for shoe stores and 2 per cent for stores specializing in women's apparel. Grocery and combination store sales increased 11 per cent; country general store sales were up 4 per cent; the general merchandise group, consisting chiefly of department stores and variety stores, was up 6 per cent; hardware stores gained 10 per cent; drug stores, 10 per cent; while jewellery stores registered a more substantial increase of 19 per cent.

#### Saskatchewan

Retail trade in Saskatchewan was estimated at \$162,228,000 for 1940, 12 per cent higher than in 1939, 57 per cent above the depression low reached in 1933, but still 14 per cent below the level of business transacted in 1930, the first year for which comparable data are available. Indexes of sales on the 1930 base stand at 85.8 for 1940, 76.4 for 1939, 68.4 for 1938, and 54.5 for 1933.

Increased sales in 1940 over 1939 were general for all lines of business in Saskatchewan but varied for different trades. Country general stores are estimated to have transacted \$28,166,000 worth of business in 1940, a gain of only 2 per cent over the preceding year and a result which must be interpreted in view of the lower farm income received during the year under review on account of the deferred marketing of a portion of the 1940 wheat crop until the spring of 1941. On the other hand, the marked increase amounting to 26 per cent in the sales of firms specializing in lumber and building materials may be attributed to the erection of additional space in which to store the 1940 crop until it could be marketed.

The marked gain in motor vehicle sales constitutes another outstanding feature of the retail trade in Saskatchewan in the year under review. There were 11,599 new motor vehicles retailed for \$12,597,406 in 1940, increases of 30 per cent in number and 35 per cent in value compared with 1939. The increase for commercial vehicles exceeded that for passenger models. There were 4,663 commercial vehicles sold for \$5,043,060 in 1940, gains of 57 per cent in number and 62 per cent in value over the preceding year. Passenger models increased 16 per cent in number and 21 per cent in value, 6,936 new passenger cars being sold for \$7,554,346 in 1940. The aggregate business of motor vehicle dealers in Saskatchewan, and including not only the sale of new and used cars, but also their receipts from repairs and services and the sale of gasoline or accessories, gained 22 per cent in the year under review.

The general merchandise group of stores consisting chiefly of department stores and variety stores increased their sales 15 per cent, while gains for some other important lines of retail trade were as follows: grocery and combination stores,



6 per cent; the apparel group of stores, 4 per cent; furniture stores, 12 per cent; household appliance stores, 19 per cent; radio and music stores, 9 per cent; drug stores, 9 per cent; and jewellery stores, 15 per cent.

#### Alberta

Retail sales in Alberta totalled \$177,537,000 in 1940, an increase of 8 per cent compared with the preceding year, and bringing the level of retail purchasing practically equal to that of the year 1930, the earliest period for which comparable data are available. Indexes of sales on the 1930 base stands at 100.6 for 1940, 93.0 for 1939, 91.5 for 1938, compared with 61.8 for the mid-depression year of 1933.

All individual lines of business for which separate figures are available reported increased sales in 1940 over 1939, with gains for stores in the building materials group and household and furniture group exceeding those for other trades. Furniture stores transacted 15 per cent more business in 1940 than in 1939, while stores specializing in household appliances reported a greater increase amounting to 24 per cent. Hardware store sales were up 11 per cent, while firms dealing in lumber and building materials increased their business 18 per cent.

Conforming with the results of other parts of the country, jewellery stores experienced a marked increase in business, with sales for 1940 standing 16 per cent above 1939. Stores specializing in farmers' supplies gained 15 per cent, while results for most other kinds of business did not differ greatly from the 8 per cent increase registered in the retail trade of the province as a whole. Increases over 1939 for some of the more important lines of business are as follows: 6 per cent for grocery and combination stores; 5 per cent for country general stores; 9 per cent for the general merchandise group of stores, consisting chiefly of department stores and variety stores; 6 per cent for the apparel group; 3 per cent for drug stores and 6 per cent for tobacco stores.

#### Scope of Report

This report is based upon returns received from all chain store companies and from a representative number of independent stores operating in the various lines of business for which data are shown in the attached tables. The reports which have been secured have been used in determining the most probable value of sales for those units which do not report to the annual census so that the sales figures given here relate to the total retail trade and not to the business transacted by the reporting firms only. Since reports are not received from all stores for this annual census, it is not possible to state the total number of trading establishments operating during years subsequent to 1930. In all, including both chain and independent stores, returns were received covering approximately 6,500 establishments in the Prairie Provinces and it is estimated that these transacted about 66 per cent of the total retail trade.

It should be clearly understood that all retail sales figures given in this report relate to stores grouped according to kind of business and not to commodity sales. Grocery stores sell a number of lines of goods in addition to strictly grocery items. Drug stores are not restricted to the sale of drugs and medicines. On the other hand, groceries are sold in many kinds of stores in addition to those units classified as grocery stores. Country general stores and department stores are especially active in some districts in the sale of these commodities.





**PRAIRIE PROVINCES - RETAIL MERCHANDISE TRADE, 1940**

**Table 1.-Total Net Sales and Sales Indexes, for Kind of Business Groups and Selected Kinds of Business**

Kind of Business	Stores and Sales, 1930		Estimated Sales(2)		Indexes of Retail Sales (1930 = 100)										% of Change, 1940/39
	Number(1) of Stores	Total Net Sales \$	1939	1940 \$	1930	1933	1934	1935	1936	1937	1938	1939	1940		
					100.0	60.2	65.9	70.1	75.6	79.8	81.4	84.8	93.0		
Total, All Stores .....	26,292	554,962,100	470,523,000	516,270,000	100.0	60.2	65.9	70.1	75.6	79.8	81.4	84.8	93.0	+ 9.7	
Food Group .....	6,448	82,426,200	66,794,000	71,594,000	100.0	65.5	68.0	70.9	74.0	78.6	79.2	81.0	86.8	+ 7.2	
Country General Stores .....	3,693	82,009,600	63,142,000	65,423,000	100.0	63.2	69.3	71.4	74.5	77.5	77.9	77.0	79.8	+ 3.6	
General Merchandise Group .....	251	107,644,900	90,153,000	98,037,000	100.0	71.0	73.7	76.3	80.4	81.0	79.3	83.8	91.1	+ 8.7	
Automotive Group .....	3,255	78,774,300	91,222,000	103,428,000	100.0	49.9	65.8	77.4	88.2	102.3	108.2	115.8	131.3	+ 13.4	
Apparel Group .....	1,294	30,916,800	24,632,000	26,105,000	100.0	63.7	68.7	71.5	73.7	73.6	74.9	79.7	84.4	+ 6.0	
Building Materials Group .....	2,455	50,359,600	37,117,000	43,567,000	100.0	51.1	57.2	61.9	67.7	68.0	70.1	73.7	86.5	+ 17.4	
Furniture and Household Group .....	399	13,181,700	10,219,000	11,981,000	100.0	53.5	58.1	65.4	70.7	73.9	73.5	77.5	90.9	+ 17.2	
Restaurants, Cafeterias & Eating Places .....	1,327	17,101,600	10,557,000	11,522,000	100.0	50.9	52.6	55.2	57.4	60.7	60.9	61.7	67.4	+ 9.1	
Other Retail Stores .....	7,170	92,547,400	76,687,000	84,623,000	100.0	55.6	59.2	62.4	70.4	75.2	79.0	82.9	91.4	+ 10.3	
Grocery and combination stores .....	3,114	52,803,600	45,449,000	48,985,000	100.0	70.3	72.5	75.3	78.9	84.0	84.0	86.1	92.8	+ 7.8	
Meat markets (including fish markets)	1,183	14,581,500	9,794,000	10,059,000	100.0	50.9	56.4	59.5	60.3	63.3	65.9	67.2	69.0	+ 2.7	
Department stores .....	24	96,588,600	78,223,000	84,555,000	100.0	70.3	72.6	75.0	78.8	79.0	76.8	81.0	87.5	+ 8.1	
Variety stores .....	39	5,270,900	6,457,000	7,593,000	100.0	84.0	89.3	92.8	101.1	106.0	109.7	122.5	144.1	+ 17.6	
Motor vehicle dealers .....	912	54,632,900	68,361,000	77,641,000	100.0	43.6	60.8	77.7	89.8	110.1	116.6	125.1	142.1	+ 13.6	
Filling stations(3) .....	1,066	12,371,200	13,733,000	15,989,000	100.0	74.3	93.7	91.8	101.5	100.3	104.2	111.0	129.2	+ 16.4	
Men's and boys' clothing and furnish- ing stores (including custom tailors)	616	9,902,600	8,206,000	8,659,000	100.0	61.1	67.0	73.1	76.0	77.0	79.7	82.9	87.4	+ 5.5	
Women's apparel and accessories stores	398	9,937,500	7,630,000	8,125,000	100.0	63.3	68.7	68.0	69.8	70.5	71.7	76.8	81.8	+ 6.5	
Shoe stores .....	153	3,626,500	3,042,000	3,175,000	100.0	67.2	71.9	74.5	77.7	78.5	82.4	83.9	87.5	+ 4.4	
Hardware stores .....	1,044	20,401,400	15,549,000	17,176,000	100.0	57.7	65.0	67.7	71.1	71.5	74.1	76.2	84.2	+ 10.5	
Lumber and building material dealers	1,272	27,241,000	19,334,000	23,458,000	100.0	46.3	51.6	57.5	64.3	63.9	65.5	71.0	86.1	+ 21.3	
Furniture stores .....	125	4,314,000	4,115,000	4,710,000	100.0	66.5	70.2	78.5	83.5	85.8	89.6	95.4	109.2	+ 14.5	
Radio and music stores .....	142	5,356,600	2,885,000	3,328,000	100.0	43.8	45.1	50.5	54.2	55.7	52.0	53.9	62.1	+ 15.4	
Coal and wood yards .....	387	11,749,200	8,255,000	8,544,000	100.0	69.2	64.7	69.8	75.3	74.4	70.8	70.3	72.7	+ 3.5	
Drug stores .....	883	14,525,600	12,554,000	13,442,000	100.0	67.6	69.9	73.1	77.4	80.7	83.0	86.4	92.5	+ 7.1	

(1) The numbers of stores are shown only for 1930. Total sales figures for later years are estimated upon the basis of returns from a sample number of firms. The total number of stores in operation in these later years is not known.

(2) In some instances, figures for years subsequent to 1930 have been estimated from data on gasoline consumption and retail prices.

(3) Sales figures for filling stations for years subsequent to 1930 have been estimated from data on gasoline consumption and retail prices.



## PRAIRIE PROVINCES - RETAIL MERCHANDISE TRADE, 1940

Table 2.--Number of Chains, Chain Stores, Total Chain Store Sales and Percentage  
of Chain Stores Sales to Total Sales, by Years

	1930	1935	1939	1940
<b>ALL STORES, TOTAL -</b>				
Chains .....	171	149	129	130
Stores (maximum) ....	2,350	2,057	1,878	1,846
Chain sales .....	\$ 81,080,600	\$ 51,644,400	\$ 74,134,800	\$ 84,997,700
Total sales .....	\$554,962,100	\$334,210,000	\$470,523,000	\$516,270,000
%, chains to total ..	14.6	15.5	15.8	16.5
<b>Grocery and Combination Stores -</b>				
Chains .....	16	15	11	12
Stores (maximum) ....	364	344	331	316
Chain sales .....	\$ 17,015,000	\$ 12,973,900	\$ 17,737,500	\$ 20,355,500
Total sales .....	\$ 52,803,600	\$ 37,133,000	\$ 45,449,000	\$ 48,985,000
%, chains to total ..	32.2	34.9	39.0	41.6
<b>Variety Stores -</b>				
Chains .....	4	4	5	5
Stores (maximum) ....	29	30	45	46
Chain sales .....	\$ 4,857,500	\$ 4,126,500	\$ 6,102,400	\$ 7,195,300
Total sales .....	\$ 5,270,900	\$ 4,430,000	\$ 6,457,000	\$ 7,593,000
%, chains to total ..	92.2	93.2	94.5	94.8
<b>Men's and Boys' Clothing and Furnishings Stores (inc. custom tailors) -</b>				
Chains .....	4	3	4	4
Stores (maximum) ....	16	13	20	19
Chain sales .....	\$ 765,000	\$ 475,000	\$ 709,900	\$ 713,300
Total sales .....	\$ 9,902,600	\$ 6,051,000	\$ 8,206,000	\$ 8,659,000
%, chains to total ..	7.7	7.8	8.7	8.2
<b>Women's Apparel and Accessories Stores -</b>				
Chains .....	8	3	5	5
Stores (maximum) ....	36	20	26	29
Chain sales .....	\$ 2,262,400	\$ 993,400	\$ 684,200	\$ 889,100
Total sales .....	\$ 9,937,500	\$ 6,286,000	\$ 7,630,000	\$ 8,125,000
%, chains to total ..	22.8	15.8	9.0	10.9
<b>Restaurants, Cafeterias and Eating Places -</b>				
Chains .....	7	6	6	6
Stores (maximum) ....	35	32	30	33
Chain sales .....	\$ 1,127,800	\$ 605,200	\$ 539,000	\$ 634,200
Total sales .....	\$ 17,101,600	\$ 8,697,000	\$ 10,557,000	\$ 11,522,000
%, chains to total ..	6.6	7.0	5.1	5.5
<b>Drug Stores -</b>				
Chains .....	7	6	6	6
Stores (maximum) ....	37	36	35	37
Chain sales .....	\$ 1,778,600	\$ 1,183,800	\$ 1,536,200	\$ 1,633,000
Total sales .....	\$ 14,525,600	\$ 9,818,000	\$ 12,554,000	\$ 13,442,000
%, chains to total ..	12.2	12.1	12.2	12.1
<b>Lumber and Building Material Dealers -</b>				
Chains .....	41	38	29	29
Stores (maximum) ....	1,009	860	769	739
Chain sales .....	\$ 16,829,300	\$ 8,101,200	\$ 12,044,700	\$ 14,224,400
Total sales .....	\$ 27,241,000	\$ 12,623,000	\$ 19,334,000	\$ 23,458,000
%, chains to total ..	61.8	64.2	62.3	60.6

NOTE: In some instances, figures for years subsequent to 1930 have been revised.





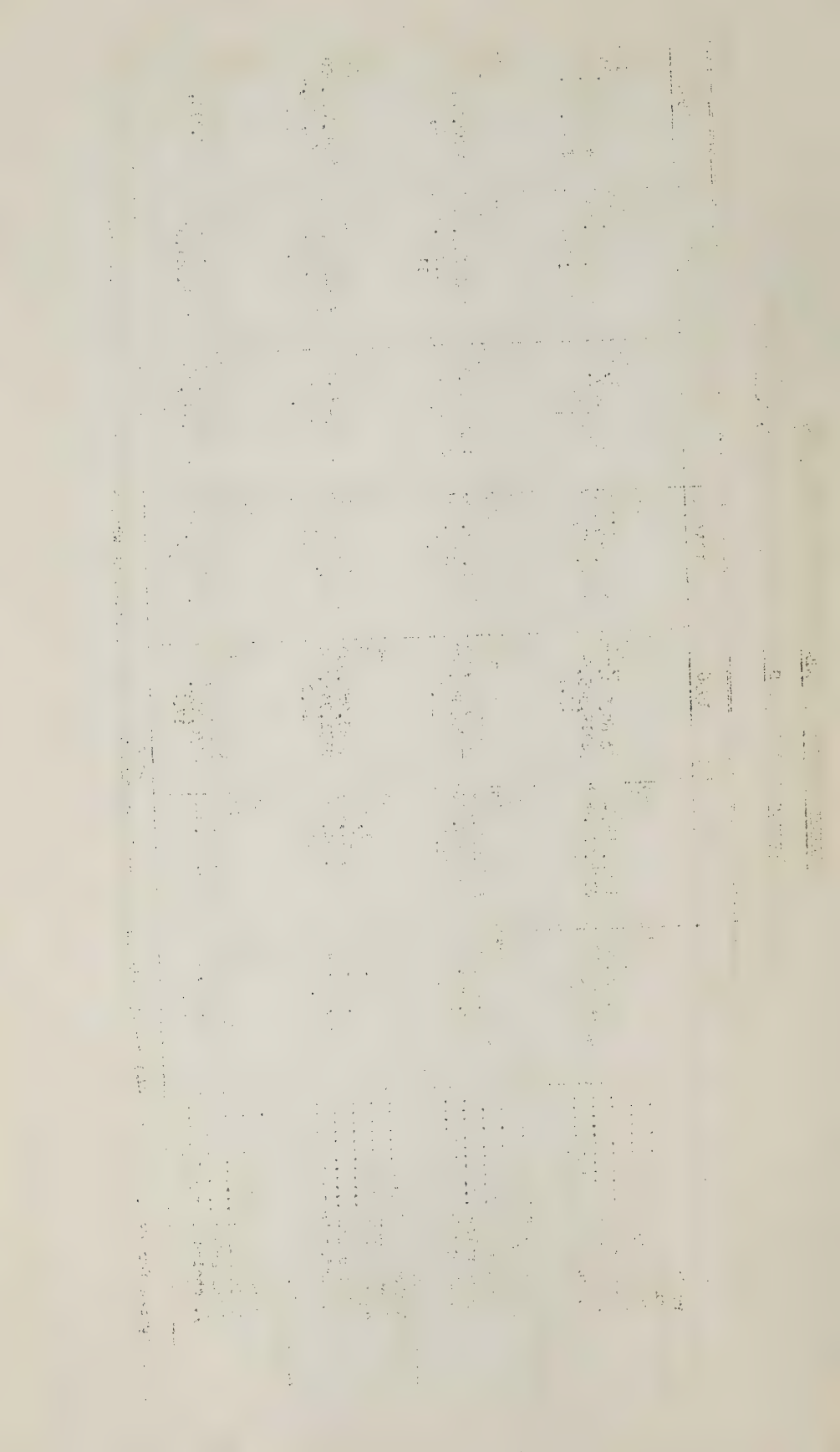
PRAIRIE PROVINCES - RETAIL MERCHANDISE TRADE, 1940

Table 3.---Comparison of Total Sales and Chain Store Sales, by Provinces

	1930	1933	1936	1937	1938	1939	1940
<b>Prairie Provinces -</b>							
Number of chains .....	171	149	135	132	133	129	129
Stores (maximum) .....	2,350	2,057	1,915	1,879	1,864	1,878	1,846
Chain sales .....	\$ 81,080,600	\$ 51,644,400	\$ 65,853,700	\$ 67,059,200	\$ 67,508,200	\$ 74,134,800	\$ 84,997,700
Total sales .....	\$524,962,100	\$334,210,000	\$419,329,000	\$442,827,000	\$451,490,000	\$470,523,000	\$516,290,000
% chains to total .....	14.6	15.5	15.7	15.1	15.0	15.8	16.5
<b>Manitoba -</b>							
Number of chains .....	91	73	66	63	62	61	62
Stores (maximum) .....	434	374	355	331	323	327	329
Chain sales .....	\$ 22,105,800	\$ 13,619,700	\$ 16,677,300	\$ 18,027,800	\$ 17,797,300	\$ 18,617,100	\$ 22,121,900
Total sales .....	\$189,243,900	\$122,045,000	\$148,541,000	\$161,253,000	\$160,690,000	\$161,855,000	\$176,505,000
% chains to total .....	11.7	11.2	11.2	11.2	11.1	11.5	12.5
<b>Saskatchewan -</b>							
Number of chains .....	101	90	82	82	83	83	82
Stores (maximum) .....	1,234	1,046	986	983	977	979	945
Chain sales .....	\$ 34,056,300	\$ 20,755,200	\$ 23,986,900	\$ 22,717,400	\$ 22,290,100	\$ 26,199,900	\$ 29,465,800
Total sales .....	\$189,181,100	\$103,091,000	\$131,925,000	\$129,166,000	\$129,309,000	\$144,477,000	\$162,228,000
% chains to total .....	18.0	20.1	18.2	17.6	17.2	18.1	18.2
<b>Alberta(1) -</b>							
Number of chains .....	104	93	81	79	81	82	84
Stores (maximum) .....	682	637	574	565	564	572	582
Chain sales .....	\$ 24,918,500	\$ 17,269,500	\$ 24,189,500	\$ 26,314,000	\$ 27,420,800	\$ 29,317,800	\$ 33,410,000
Total sales .....	\$176,537,100	\$109,074,000	\$138,853,000	\$152,408,000	\$161,491,000	\$164,211,000	\$177,557,000
% chains to total .....	14.1	15.8	17.4	17.3	17.0	17.9	18.8

(1) Figures for 1936, 1937 to 1940 for Alberta include an indeterminate amount of sales at wholesale prices by the Alberta Liquor Control Board.





**PRAIRIE PROVINCES - RETAIL MERCHANDISE TRADE, 1940**

**Table 4.--MANITOBA--Total Net Sales and Sales Indexes, by Kinds of Business**

Kind of Business	Stores and Sales, 1930		Estimated Sales(2)		Indexes of Retail Sales (1930 = 100)										% of Change, 1940/39
	Number(1) of stores	Total Net Sales \$	1939 \$	1940 \$	1930	1933	1934	1935	1936	1937	1938	1939	1940	1940/39	
Total, All Stores .....	6,850	189,243,900	161,825,000	176,505,000	100.0	64.5	69.4	73.4	78.5	85.2	84.9	85.5	93.3	+ 9.1	
Food Group .....	2,249	27,410,900	23,319,000	25,451,000	100.0	69.5	71.4	74.1	77.9	83.2	82.6	85.1	92.9	+ 9.1	
Candy and confectionery stores .....	353	3,480,100	2,706,000	2,866,000	100.0	67.3	65.3	69.1	72.4	78.5	77.4	77.8	85.2	+ 9.6	
Grocery and combination stores .....	1,327	18,915,700	16,526,000	18,274,000	100.0	72.6	74.2	76.1	80.0	84.7	83.6	87.4	96.6	+ 10.6	
Meat markets (including fish markets)	275	3,309,500	2,449,000	2,447,000	100.0	52.8	59.6	65.0	67.5	74.4	75.9	74.0	73.9	- 0.1	
Country General Stores ...	852	15,442,700	12,870,000	13,398,000	100.0	64.1	69.7	70.7	76.4	86.1	86.4	82.8	86.2	+ 4.1	
General Merchandise Group.	87	64,344,000	50,467,000	53,700,000	100.0	71.0	73.1	76.4	79.0	79.2	75.1	78.4	83.5	+ 6.4	
Automotive Group .....	758	20,605,500	27,059,000	30,104,000	100.0	56.7	77.3	89.0	101.3	128.7	135.8	131.3	146.1	+ 11.3	
Motor vehicle dealers .....	163	13,587,300	18,154,000	20,768,000	100.0	45.6	68.8	85.3	100.3	136.2	142.6	133.6	152.8	+ 14.4	
Filling stations(3) .....	288	3,871,500	6,238,000	6,472,000	100.0	92.1	114.8	116.7	126.2	141.0	154.5	161.1	167.2	+ 3.8	
Garages .....	273	2,685,500	2,245,000	2,404,000	100.0	60.8	66.5	70.1	73.8	80.5	82.7	83.7	89.6	+ 7.1	
Apparel Group .....	432	9,597,200	8,088,000	8,716,000	100.0	66.4	72.9	75.2	78.3	82.0	80.4	84.3	90.8	+ 7.8	
Men's and boys' clothing and furnis- ings (including custom tailors) ...	201	2,750,000	2,206,000	2,473,000	100.0	59.2	65.3	69.5	74.7	80.1	77.8	80.2	89.9	+ 12.1	
Family clothing stores .....	38	1,794,600	1,592,000	1,816,000	100.0	74.4	78.3	84.1	88.7	90.5	86.6	88.7	101.2	+ 14.1	
Women's apparel and accessories stores	152	3,713,800	3,070,000	3,134,000	100.0	67.5	76.3	75.9	76.1	79.4	77.7	82.7	84.4	+ 2.1	
Shoe stores .....	41	1,338,800	1,220,000	1,293,000	100.0	67.7	71.4	72.9	77.9	81.9	85.2	91.1	96.6	+ 6.0	
Building Materials Group .	417	12,173,400	10,084,000	11,898,000	100.0	51.8	58.6	63.2	71.8	81.6	87.0	82.8	97.7	+ 18.0	
Hardware stores .....	186	4,070,500	3,581,000	3,939,000	100.0	61.9	72.3	72.5	79.8	90.3	93.4	88.0	96.8	+ 10.0	
Lumber and building material dealers.	176	6,430,200	5,020,000	5,969,000	100.0	45.9	50.5	57.2	64.3	73.7	80.7	78.1	92.8	+ 18.9	
Electrical, heating and plumbing, paint and glass shops .....	48	514,900	332,000	336,000	100.0	45.6	50.9	60.4	71.9	72.2	77.9	64.5	65.3	+ 1.2	

(1), (2) and (3): See footnotes on page 8.



PRAIRIE PROVINCES - RETAIL MERCHANDISE TRADE, 1940

Table 4.--MANITOBA - Total Net Sales and Sales Indexes, by Kinds of Business (Cont'd.)

Kind of Business	Stores and Sales, 1930		Indexes of Retail Sales (1930 = 100)										% of Change, 1940/		
	Number (1) of stores	Total Net Sales \$	Estimated Sales (2)												
			1939 \$	1940 \$	1930	1931	1932	1933	1934	1935	1936	1937		1938	1939
Furniture & Household Group .....	101	3,740,800	2,866,000	3,587,000	100.0	54.6	63.3	68.5	75.9	80.1	76.7	76.6	95.9	+ 25.2	
Furniture stores .....	32	674,300	663,000	772,000	100.0	59.6	64.5	72.5	81.0	89.3	93.0	98.3	114.5	+ 16.4	
Household appliance stores .....	15	1,100,800	897,000	1,172,000	100.0	50.8	53.5	61.5	70.6	79.9	79.4	81.5	106.5	+ 30.7	
Radio and music stores .....	40	1,782,300	1,172,000	1,493,000	100.0	55.1	61.8	71.7	78.2	77.8	69.6	65.8	83.8	+ 27.4	
Restaurants, Cafeterias and Eating Places .....	338	5,553,300	3,043,000	3,265,000	100.0	48.3	48.4	49.5	51.4	54.6	54.6	54.8	58.8	+ 7.3	
Other Retail Stores .....	1,625	30,276,100	24,039,000	26,386,000	100.0	60.3	62.7	65.9	71.6	78.5	79.5	79.4	86.8	+ 9.8	
Farmers' supply stores .....	232	2,753,700	2,083,000	2,400,000	100.0	58.0	67.6	67.1	70.2	81.5	77.2	75.6	87.2	+ 15.2	
Book stores .....	18	801,400	474,000	531,000	100.0	44.2	45.3	46.8	50.8	57.4	56.9	59.1	66.3	+ 12.0	
Coal and wood yards .....	159	7,181,300	4,877,000	5,057,000	100.0	67.7	63.0	67.8	74.4	75.3	69.9	67.9	70.4	+ 3.7	
Drug stores .....	220	4,294,000	3,972,000	4,353,000	100.0	71.5	72.5	77.0	83.0	89.6	91.2	92.5	101.4	+ 9.6	
Florists .....	28	688,700	514,000	523,000	100.0	54.9	55.5	62.9	70.0	74.2	74.3	74.6	75.9	+ 1.8	
Jewellery stores .....	59	1,600,000	1,563,000	1,854,000	100.0	53.5	71.6	78.4	78.8	89.1	90.8	97.7	115.9	+ 18.6	
Office, school and store supplies and equipment dealers .....	39	1,658,500	1,205,000	1,392,000	100.0	42.2	46.9	55.2	64.9	71.9	75.2	72.7	83.9	+ 15.5	
Tobacco stores and stands .....	73	981,100	934,000	1,009,000	100.0	76.5	80.6	80.9	88.6	94.8	93.5	95.2	102.8	+ 8.0	
Government liquor stores .....	15	3,927,500	3,637,000	3,904,000	100.0	56.4	57.8	59.3	67.1	80.2	90.8	92.6	99.4	+ 7.3	
Miscellaneous kinds of business (including secondhand stores) .....	782	6,389,900	4,780,000	5,363,000	100.0	54.6	58.8	60.0	64.2	72.1	75.9	74.8	83.9	+ 12.2	

(1) The numbers of stores are shown only for 1930. Total sales figures for later years are estimated upon the basis of returns from a sample number of firms. The total number of stores in operation in these later years is not known.

(2) In some instances figures for years subsequent to 1930 have been revised.

(3) Sales figures for filling stations for years subsequent to 1930 have been estimated from data on gasoline consumption and retail prices.

Note: Group totals may include figures for classifications not separately shown.





Table 5.--SASKATCHEWAN - Total Net Sales and Sales Indexes, by Kinds of Business

Kind of Business	Stores and Sales, 1930		Indexes of Retail Sales (1930 = 100)										% of Change,	
	Number (1) of Stores	Total Net Sales \$	Estimated Sales (2)		1930	1933	1934	1935	1936	1937	1938	1939	1940	1940/39
			1939	\$										
Total, All Stores .....	10,841	189,181,100	144,477,000	162,238,000	100.0	54.5	59.4	63.2	69.7	68.3	68.4	76.4	85.8	+ 12.3
Food Group .....	2,046	25,877,700	18,599,000	19,787,000	100.0	59.8	60.7	63.0	66.2	68.9	68.8	71.9	76.5	+ 6.4
Candy and confectionery stores .....	386	2,810,800	1,643,000	1,870,000	100.0	51.9	50.0	51.4	57.4	57.0	54.5	58.5	66.5	+ 13.8
Fruit and vegetable stores .....	31	354,900	369,000	399,000	100.0	69.9	74.4	72.7	84.8	93.0	99.2	104.0	112.4	+ 8.1
Grocery and combination stores .....	889	16,944,300	12,703,000	13,467,000	100.0	63.3	63.6	65.6	68.7	72.8	71.9	75.0	79.5	+ 6.0
Meat markets (including fish markets)	483	4,746,200	2,975,000	3,076,000	100.0	50.2	54.6	56.9	57.6	56.4	59.6	62.7	64.8	+ 3.4
Country General Stores .....	1,641	37,710,000	27,614,000	28,166,000	100.0	61.2	67.5	70.1	73.5	72.9	73.2	77.2	74.7	+ 2.0
General Merchandise Group .....	71	20,102,400	18,100,000	20,728,000	100.0	69.5	73.5	73.2	84.0	80.5	81.8	90.0	103.1	+ 14.5
Automotive Group .....	1,382	27,048,700	28,009,000	34,899,000	100.0	41.6	53.0	63.7	80.8	83.0	80.5	103.6	129.0	+ 24.6
Motor vehicle dealers .....	421	18,666,000	21,487,000	26,171,000	100.0	36.3	47.3	63.3	83.2	90.5	86.2	115.1	140.2	+ 21.8
Filling stations(3) .....	391	4,004,200	3,455,000	5,254,000	100.0	60.3	80.2	76.7	89.7	74.4	76.1	86.3	131.2	+ 52.1
Garages .....	534	3,909,600	2,843,000	3,187,000	100.0	46.8	52.4	54.7	64.3	61.1	62.3	72.7	81.5	+ 12.1
Apparel Group .....	373	10,231,900	7,873,000	8,211,000	100.0	58.5	62.7	68.0	71.6	65.4	66.8	76.9	80.2	+ 4.3
Men's and Boys' clothing and furnish- ings (including custom tailors) .....	182	3,073,600	2,912,000	3,008,000	100.0	61.8	69.4	78.2	85.3	76.2	82.7	94.7	97.9	+ 3.3
Family clothing stores .....	38	3,959,800	2,905,000	2,998,000	100.0	59.5	62.9	67.5	68.2	61.8	60.6	73.4	75.7	+ 3.2
Women's apparel and accessories stores .....	110	2,294,500	1,304,000	1,432,000	100.0	54.1	53.1	55.3	59.0	55.2	53.1	56.8	62.4	+ 9.8
Shoe stores .....	43	904,000	752,000	773,000	100.0	54.8	63.4	67.6	71.8	70.6	75.0	83.2	85.5	+ 2.8
Building Materials Group .....	1,276	22,612,200	14,061,000	1,676,800	100.0	47.7	51.9	57.7	63.4	55.1	52.7	62.2	74.1	+ 19.3
Hardware stores .....	526	8,829,000	6,206,000	6,864,000	100.0	54.6	59.4	65.6	69.3	60.9	61.2	70.3	77.7	+ 10.6
Lumber and building material dealers.	717	13,473,100	7,711,000	9,724,000	100.0	43.2	47.0	52.4	59.5	51.3	47.2	57.2	72.2	+ 26.1

(1), (2) and (3): See footnotes on page 10



Table 5.--SASKATCHEWAN - Total Net Sales and Sales Indexes, by Kinds of Business (Cont'd)

Kind of Business	Stores and Sales, 1930		Estimated Sales(2)		Indexes of Retail Sales (1930 = 100)										% of Change, 1940/30
	Number(1) of stores	Total Net Sales \$	1939		1930	1933	1934	1935	1936	1937	1938	1939	1940		
			\$	\$	100.0	47.7	51.5	58.4	66.7	65.1	61.8	73.7	83.8	+ 13.6	
Furniture and Household Group ...	142	4,087,300	3,013,000	3,424,000	100.0	47.7	51.5	58.4	66.7	65.1	61.8	73.7	83.8	+ 13.6	
Furniture stores .....	42	1,188,100	1,040,000	1,169,000	100.0	65.5	65.7	76.3	81.6	76.5	74.4	87.5	98.4	+ 12.4	
Household appliance stores .....	47	1,009,600	1,104,000	1,309,000	100.0	47.5	61.5	74.2	93.1	93.8	88.2	109.4	129.7	+ 18.6	
Radio and music stores .....	42	1,793,200	821,000	892,000	100.0	36.0	36.6	38.1	43.0	42.3	39.4	45.8	49.7	+ 8.6	
Restaurants, Cafeterias and Eating Places .....	506	5,551,900	3,323,000	3,722,000	100.0	49.7	52.2	55.2	58.1	58.9	57.3	59.9	67.0	+ 12.0	
Other Retail Stores .....	3,404	35,959,000	23,885,000	26,523,000	100.0	49.6	52.6	54.1	57.7	56.0	59.3	66.4	73.8	+ 11.0	
Farmers' supply stores .....	903	4,281,900	3,038,000	3,424,000	100.0	43.8	47.5	51.5	57.8	64.4	66.6	70.9	80.2	+ 13.0	
Book stores .....	10	423,300	212,000	234,000	100.0	44.2	45.4	49.1	52.7	50.6	48.9	50.1	55.3	+ 10.4	
Coal and wood yards .....	147	3,678,300	2,715,000	2,799,000	100.0	70.2	63.9	68.7	75.3	71.9	71.5	73.8	76.1	+ 3.1	
Drug stores .....	374	4,988,000	3,950,000	4,309,000	100.0	62.1	66.0	68.5	72.5	71.9	72.3	79.2	86.4	+ 9.1	
Florists .....	15	297,000	220,000	253,000	100.0	54.9	55.6	62.0	64.6	65.3	67.7	74.1	85.2	+ 15.0	
Jewellery stores .....	108	1,103,300	915,000	1,055,000	100.0	49.0	52.9	60.0	67.0	61.3	72.9	82.9	95.6	+ 15.3	
Office, school and store supplies and equipment dealers .....	30	956,400	677,000	691,000	100.0	44.0	48.8	59.4	66.1	60.0	59.0	70.8	72.3	+ 2.1	
Tobacco stores and stands .....	89	945,900	684,000	753,000	100.0	62.1	62.4	64.7	69.0	70.9	67.8	72.3	79.6	+ 10.1	
Government liquor stores .....	224	9,226,800	4,430,000	5,014,000	100.0	52.3	56.4	46.9	45.7	39.8	40.3	48.0	54.3	+ 13.2	
Miscellaneous kinds of business (including secondhand stores) .....	1,504	10,058,100	7,044,000	7,981,000	100.0	35.4	40.1	47.2	52.1	51.2	60.8	70.0	79.3	+ 13.3	

(1) The number of stores is shown only for 1930. Total sales figures for later years are estimated upon the basis of returns from a sample number of firms. The total number of stores in operation in these later years is not known.

(2) In some instances, figures for years subsequent to 1930 have been revised.

(3) Sales for filling stations for years subsequent to 1930 have been estimated from data on gasoline consumption and retail prices.

NOTE: Group totals may include figures for classifications not separately shown.





Table 6.-ALBERTA - Total Net Sales and Sales Indexes, by Kinds of Business

Kind of Business	Stores and Sales, 1930		Estimated Sales(2)		Indexes of Retail Sales (1930 = 100)										% of Change, 1940/29	
	Number(1) of Stores	Total Net Sales	1939	1940	1930	1931	1932	1933	1934	1935	1936	1937	1938	1939		1940
					\$	\$	\$	\$	\$	\$	\$	\$	\$	\$		\$
Total, All Stores .....	8,592	176,537,100	164,211,000	177,537,000	100.0	61.8	69.0	74.0	78.7	86.3	91.5	93.0	100.0	+ 8.1		
Subtotal - Liquor Control Board Sales excluded .....	8,558	171,859,200	154,845,000	166,784,000	100.0	61.9	69.0	73.8	76.3	85.9	88.9	90.1	97.0	+ 7.7		
Food Group .....	2,153	29,137,600	24,876,000	26,346,000	100.0	66.8	71.2	74.9	77.3	85.0	85.3	85.4	90.4	+ 5.9		
Candy and confectionery stores .....	473	3,732,300	2,560,000	2,714,000	100.0	58.3	59.8	61.1	62.1	64.6	67.1	68.6	72.7	+ 6.0		
Fruit and vegetable stores .....	49	286,700	328,000	355,000	100.0	78.1	83.0	81.6	93.5	102.5	109.2	114.0	123.8	+ 8.2		
Grocery and combination stores .....	898	16,943,600	16,220,000	1,724,400	100.0	74.8	79.5	84.3	87.8	94.4	96.7	95.7	101.7	+ 6.3		
Meat markets (including fish markets)	425	6,525,800	4,370,000	4,536,000	100.0	50.5	56.2	58.5	57.9	62.8	65.3	67.0	69.5	+ 3.8		
Country General Stores .....	1,200	28,756,900	22,658,000	23,859,000	100.0	65.3	71.6	73.5	74.9	78.8	79.9	78.8	83.0	+ 5.3		
General Merchandise Group .....	93	23,198,500	21,586,000	23,609,000	100.0	72.3	75.5	78.7	81.2	86.5	88.9	93.0	101.7	+ 9.4		
Automotive Group .....	1,115	31,120,100	36,154,000	38,425,000	100.0	52.7	69.3	81.7	86.0	101.5	113.9	116.2	123.5	+ 6.3		
Motor vehicle dealers .....	328	22,379,600	28,720,000	30,702,000	100.0	48.5	67.3	85.0	88.9	110.6	126.2	128.3	137.2	+ 6.9		
Filling stations(3) .....	387	4,495,500	4,040,000	4,263,000	100.0	71.5	87.7	83.7	90.6	88.2	86.0	89.9	94.8	+ 5.5		
Garages .....	355	3,515,700	2,722,000	2,771,000	100.0	54.7	60.8	61.9	65.1	67.2	76.3	77.4	78.8	+ 1.8		
Apparel Group .....	489	11,087,700	8,671,000	9,178,000	100.0	66.2	70.4	71.5	71.5	73.9	77.6	78.2	82.7	+ 5.8		
Men's and boys' clothing and furnish- ings (including custom tailors) ...	233	4,079,000	3,088,000	3,178,000	100.0	61.9	66.3	71.6	69.7	75.5	78.9	75.7	77.9	+ 2.9		
Family clothing stores .....	51	1,695,800	1,257,000	1,332,000	100.0	73.3	74.5	72.5	70.6	71.6	70.4	74.1	78.5	+ 6.0		
Women's apparel and accessories stores .....	136	3,929,200	3,256,000	3,559,000	100.0	64.6	70.2	67.8	70.2	71.1	76.9	82.9	90.6	+ 9.3		
Shoe stores .....	69	1,383,700	1,070,000	1,109,000	100.0	74.8	78.1	80.5	81.2	80.4	84.6	77.3	80.1	+ 3.6		
Building Materials Group .....	762	15,574,000	12,972,000	14,901,000	100.0	55.5	63.8	67.1	70.7	76.1	82.3	83.3	92.7	+ 14.9		
Hardware stores .....	332	7,501,900	5,762,000	6,373,000	100.0	59.1	67.5	67.6	68.5	73.8	78.9	76.8	85.0	+ 10.6		
Lumber and offloading material dealers,	379	7,337,700	6,603,000	7,765,000	100.0	52.5	61.0	67.1	73.0	78.5	85.9	90.0	105.8	+ 17.6		

(1), (2) and (3): See footnotes on page 12.





**PRAIRIE PROVINCES - RETAIL MERCHANDISE TRADE, 1940**

**Table 6.--ALBERTA - Total Net Sales and Sales Indexes, by Kinds of Business(Cont'd.)**

Kind of Business	Stores and Sales, 1930		Indexes of Retail Sales (1930 = 100)										% of Change, 1940/30
	Number (1) of Stores	Total Net Sales \$	Estimated Sales(2)		1930	1933	1934	1935	1936	1937	1938	1939	1940
			1939	\$									
Furniture and Household Group	156	5,353,600	4,340,000	\$	100.0	57.2	61.7	68.5	70.2	76.2	80.3	81.1	92.9
Furniture stores .....	51	2,451,600	2,412,000		100.0	68.9	74.0	81.2	85.2	89.3	96.1	98.4	112.9
Household appliance stores .....	26	857,000	848,000		100.0	58.7	77.6	89.4	88.4	102.0	107.1	98.9	122.2
Radio and music stores .....	60	1,781,100	892,000		100.0	40.3	36.9	41.8	41.4	47.0	47.2	50.1	52.9
Restaurants, Cafeterias and Eating Places .....	483	5,996,400	4,191,000		100.0	54.3	57.0	60.6	62.3	68.1	70.0	69.9	75.6
Other Retail Stores .....	2,141	26,312,300	28,765,000		100.0	58.4	64.4	69.6	86.4	97.6	105.2	109.3	120.5
Farmers' supply stores .....	404	2,134,800	2,328,000		100.0	63.6	70.2	74.7	88.1	98.0	103.8	109.1	125.1
Book stores .....	13	603,900	362,000		100.0	44.2	45.2	47.2	51.8	59.3	64.6	59.9	62.1
Coal and wood yards .....	81	889,600	663,000		100.0	77.8	81.9	90.3	82.7	78.0	74.8	74.5	77.3
Drug stores .....	289	5,242,600	4,632,000		100.0	69.6	71.5	74.3	77.5	81.7	86.5	88.3	91.2
Florists .....	24	506,100	278,000		100.0	43.9	44.5	47.2	51.4	53.3	53.7	54.9	56.7
Jewellery stores .....	93	1,367,200	1,176,000		100.0	55.3	63.0	70.0	70.4	76.9	83.5	86.0	99.8
Office, school and store supplies and equipment dealers .....	38	1,089,100	879,000		100.0	38.4	43.7	50.0	57.7	69.6	72.8	80.7	86.6
Tobacco stores and stands .....	102	1,119,400	773,000		100.0	65.0	64.5	64.0	63.3	66.7	68.0	69.1	73.0
Government liquor stores .....	34	4,677,900	9,366,000		100.0	57.7	68.9	79.7	(x)	(x)	(x)	(x)	5.7
Miscellaneous kinds of business (including secondhand stores) ....	1,063	8,680,700	8,306,000		100.0	52.7	59.6	63.9	63.6	83.3	95.1	95.7	104.1

(1) The number of stores is shown only for 1930. Total sales figures for later years are estimated upon the basis of returns from a sample number of firms. The total number of stores in operation in these later years is not known.

(2) In some instances, figures for years subsequent to 1930 have been revised.

(3) Sales figures for filling stations for years subsequent to 1930 have been estimated from data on gasoline consumption and retail prices.

(4) This amount includes sales of beer at wholesale prices to licensed premises in addition to sales of beer, wine and liquor at retail prices through Government Liquor Stores. Figures shown for earlier years include sales at retail through Government Liquor Stores only.

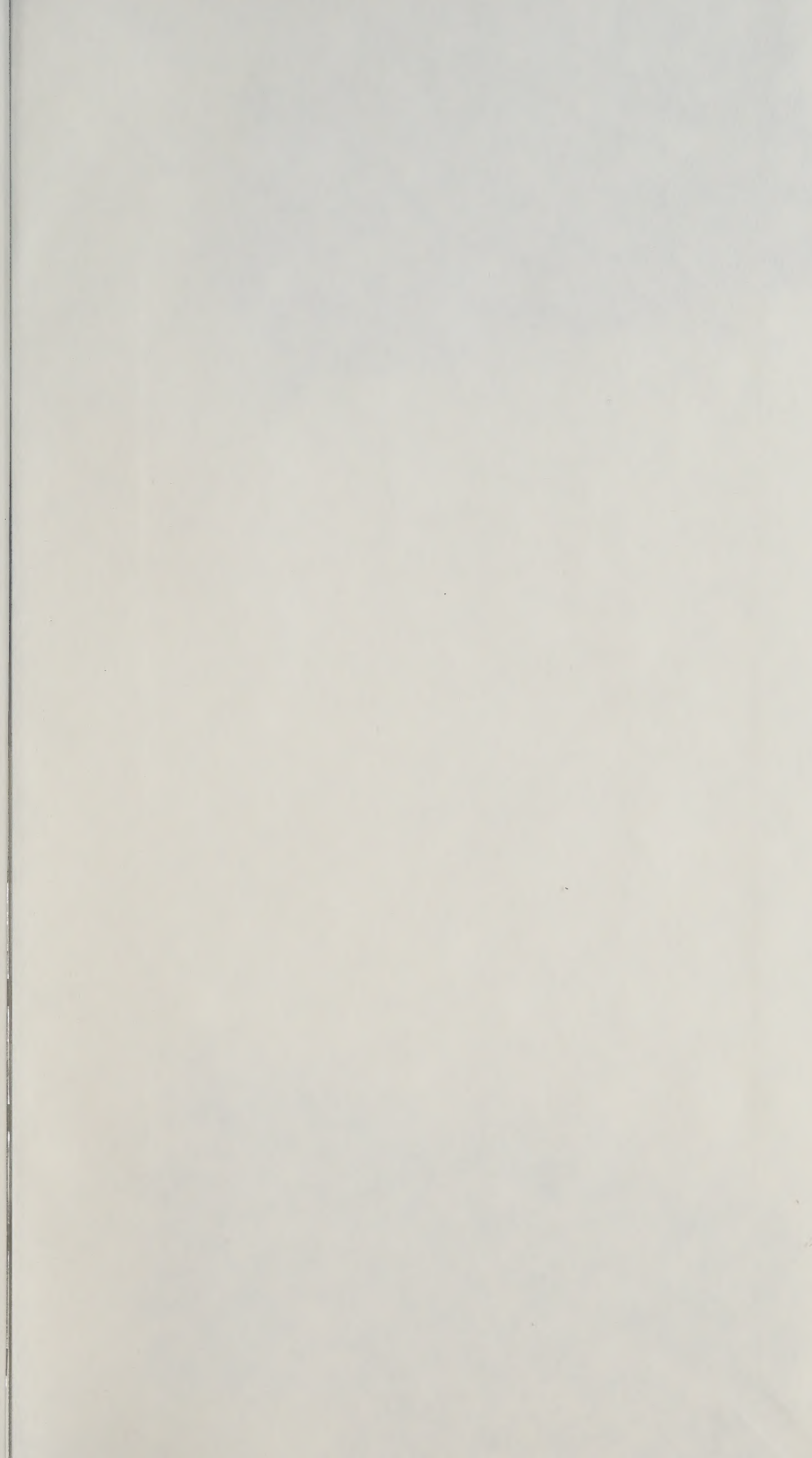
(x) Not comparable. NOTE: Group totals may include figures for classifications not separately shown.













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